



WEKZ

FAMILY RADIO ALBUM





WEKZ IS A "FAMILY AFFAIR"

The family is the basis of our society, and all WEKZ programs must pass the "family" test . . . to meet the good taste expected in our own homes.

It has been our aim, the past ten years, to bring you the kind of radio shows you want . . . neighborly, as only they can be in small communities like ours.

Now, to introduce to you the WEKZ staff and their families, with a few shots of our informal broadcasting life. This Family Album also brings to your attention WEKZ-FM, the sister-station, that carries on evenings when WEKZ must sign-off. Evening "Chore-Time" music and news year-round, with fine music from 7:00 to 10:00 p. m., and sports broadcasts in season, provide something for every member of the family.



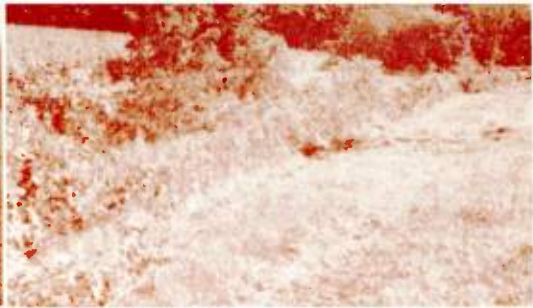
DOWN ON THE FARM

Sitting on the stile, leading to the old cow pasture, are the "Service to Agriculture" trophies won three years consecutively.



"How you going to keep 'em down in the farm?" In the case of WEKZ, every member of the staff is "on the farm" every day, in our studios at the side of the road on the WEKZ farm, and our tower is out in "the old cow pasture."

"Down on the farm," WEKZ gets closer to agriculture every year. Recognizing the faithfulness of farm-family listeners, and the keen interest felt by city and village folk listeners, in the welfare and problems of their farm neighbors, WEKZ pays little attention to the programming of big city stations, and goes along with interests expressed by neighbor-listeners.



BUILDING FOR THE FUTURE

The WEKZ farm is now operated by WEKZ. Soil conservation practices started the spring of 1960 with a creek bank planting, shown below, received real impetus in 1961 with the extensive construction of waterways, a dam and contour strips in the south fields, shown above. A three year program should complete all soil conservation practices on the entire farm.

WEKZ plans to have demonstration days next year to show the results of good farming methods.





THE GAY STEENSRUD FAMILY

POPULAR WEKZ WOMEN'S DIRECTOR

Below is a studio shot of Eileen, broadcasting one of her twice-daily programs. "Home Folks" is heard in the morning and "Listen Ladies" in the afternoon. Thousands of faithful listeners often take Eileen's advice in cooking and homemaking.



EUPHONIC EILEEN



OLE OLSON

The "Ole Olson Show," heard Monday, Tuesday and Wednesday at 10:15 a.m., features homespun humor, daffy definitions and Scandinavian melodies.

"LISTEN LADIES"



"HOME FOLKS"

COUNTY FAIR TIME

"Little Sim," one of the WEKZ Mobile Units, parked at the WEKZ "Mobile Studio" during the Green County Fair, while making one of many rounds picking up news during the fair.



At the end of the broadcast day, Stan and Joe are resting up for the next one.

Myron Jeglum, Green County Agricultural Agent, interviewing farm folks at the fair under the canopy of the "Mobile Studio." Scores of interviews were made, during the five days, from the studio and from the "Mobile Unit" with the short wave transmitter.



"THE SHOW WINDOW OF SOUTHERN WISCONSIN"



The "Mobile Unit" traveled the grounds, and this time paused to broadcast comments on harness racing with Starter Pat Reilly at his starting gate.



THE STAN NEUBERGER FAMILY

P R O G R A M D I R E C T O R



STAN AT MIKE

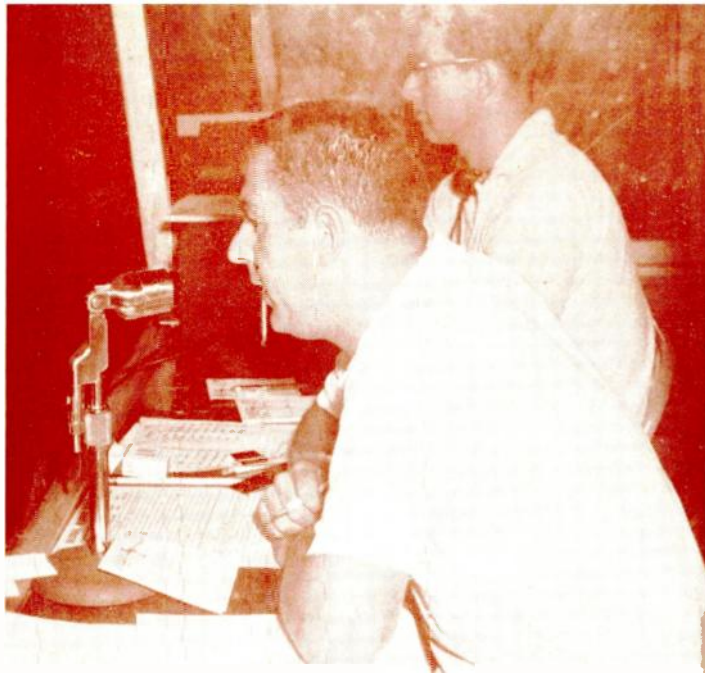
"STAN THE MAN"



Stan always has something to say . . . and he says it. Whether it's baseball, news, old time music or nonsense, folks listen and like it.

Since July 27, 1951, the day WEKZ was born, Stan has been on the 1260 spot.

GEORGE and STAN in Action



GEORGE AT MIKE

Play by play sports are an important part of the WEKZ schedule. George and Stan team up to broadcast Monroe and Darlington High School football and basketball games, on WEKZ and WEKZ-FM. George also announces harness races at Southern Wisconsin fairs, wrestling matches, and baseball games.

WEKZ-FM is also your station for White Sox and American League baseball with Bob Elson and Ralph Kiner.

At the WEKZ-AM transmitter, Herb Bolliger is checking the meters. Herb is WEKZ's only eligible bachelor, and has been with the station for over 9½ years.

Engineer Dale Martin is tuning the WEKZ-FM transmitter, to assure the high-fidelity, interference-free signal so many folks depend on. Dale is married, has one child and lives near Beloit.





THE GEORGE McKEOWN FAMILY

SPORTS DIRECTOR . . .

George McKeown, in addition to his play-by-play broadcasts, is responsible for supervising four daily sports-casts. Local, area, state and national sports are covered, using many sources including the United Press International wire service, to keep WEKZ fans up to date. George has been with WEKZ for ten years.



GENTLE GEORGE



CONTINUITY CHIEF DON DAVENPORT

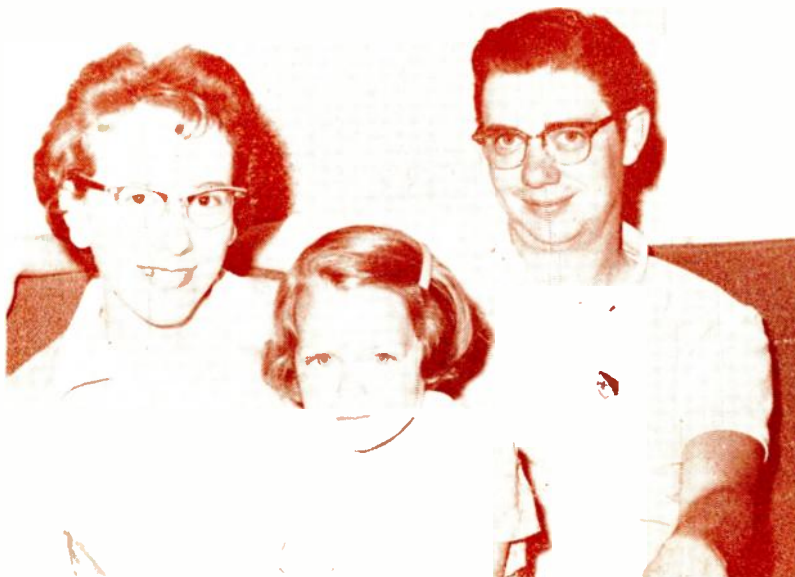


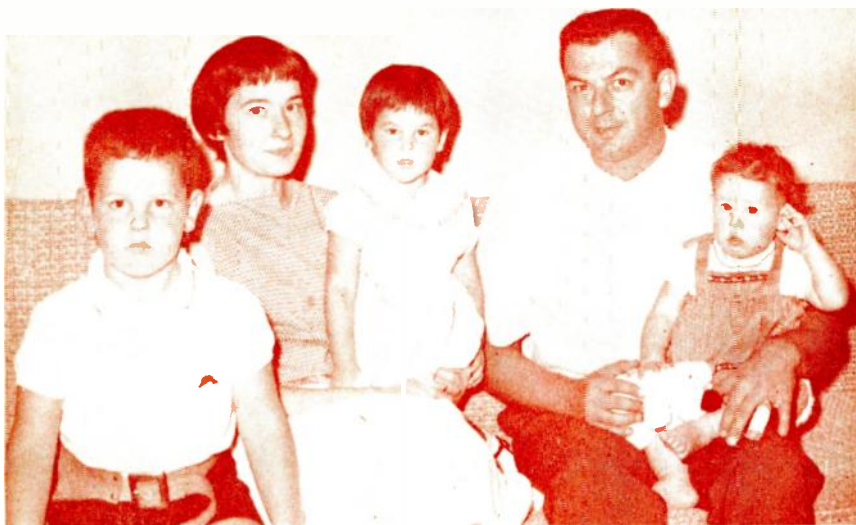
DAPPER DON



You will note the top item on the Newsletter, found on the back page of this album, tells of a very new arrival in the Don Davenport family. Don is in charge of all commercial copy heard on WEKZ. He is heard several nights a week on WEKZ-FM and daytimes too. Don was recently named Emergency Information Officer of Monroe Civil Defense.

THE DON DAVENPORT FAMILY





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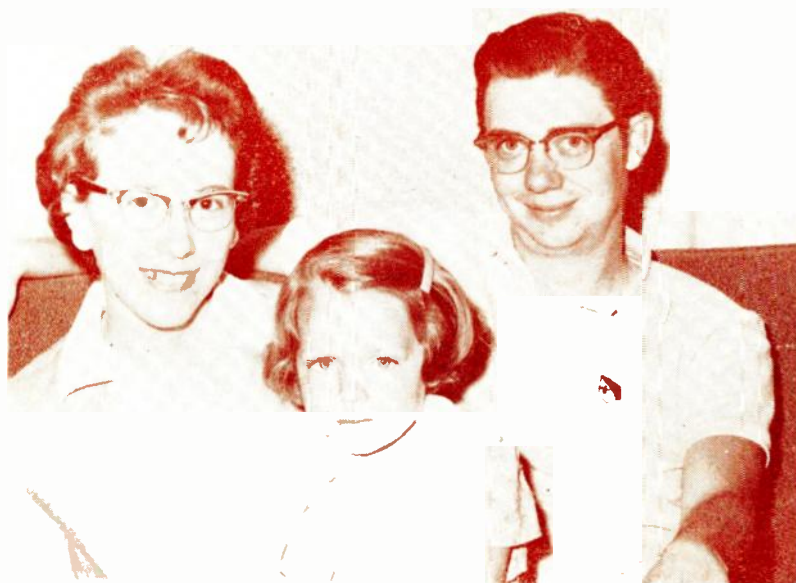


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THE DON DAVENPORT FAMILY



STATION MANAGER JOE URBAN



THE JOE URBAN FAMILY

Joe makes a morning visit to the WEKZ downtown office, on the second floor of the Schuetze Building. He is one of the two original WEKZ staff members, serving the past five years as manager. In addition to administrative duties, Joe is still heard regularly on the air, and uses the "Mobile Unit" extensively for on-the-spot broadcasts.

JOLLY JOE



WHEN THEY WERE

1.



4.



7.



2.



8.



5.



3.



6.



9.



RE YOUNG...

10.



11.



12.



13.



CAN
YOU
NAME
THEM?

*SEE INSIDE BACK COVER FOR IDENTIFICATION





KEN SCHNEIDER

Ken Schneider, in the WEKZ downtown office, keeps busy with the books. Ken and his wife have two children, a boy and a girl. He is recognized as Green County's No. 1 Packer Backer.

OFFICE



STAFF

Lady Jane, WEKZ receptionist, is a stenographer, telephone girl, copy writer and all-around helper. She is still busy with farm youth activities.

JANE LA BORDE



PHYLLIS STAMPFLI

Phyllis assists Ken and is kept busy relaying information between WEKZ and the downtown office.



THE BOB RUGGIERIS (JAYS)

ANNOUNCER

BOB JAY



"J"

He's known as Bob Jay, on the air. Off the air, Bob keeps busy writing news, keeping up with new music releases, maintaining his interest in the sports world, and giving a hand in most every department. Bob and his wife were Milwaukeans.



W



WILLARD R. SCHUETZE AND FAMILY



KENNETH W. STUART AND FAMILY

K



E

EDWIN W. SCHUETZ AND FAMILY



Z

DORAN R. ZWYGART AND FAMILY

NEWS DIRECTOR

VERN FALK



VIRTUOUS VERN



ON THE NEWSBEAT

Every morning Vern covers the news sources in Monroe, to get the facts needed for informative newscasts. He's on hand each council meeting, at the controls, for the WEKZ-FM broadcast. Between times, he has one ear cocked for unusual recordings to use on "Vern's Musical Churn," heard each afternoon.

THE VERN FALK FAMILY



"ZIPPERISMS"

Junk is something you keep for 10 years and then throw away 2 days before you need it.

A Red letter day is when the Russians read their mail.

A man who understands his wife probably lies about other things too.

An addressee is the last person to read a post card.



ZIPPER AND FRIEND

Most girls are willing to go with a "filthy rich" man, and then take him to the cleaners.

People who aren't afraid to roll up their sleeves, seldom lose their shirts.

Emulate the duck: keep calm on the surface, but paddle like everything underneath.

Don't cry over spilt milk, it makes it too salty for the cats.

Most troubles are caused by too much bone in the head and not enough in the back.

A good highway improvement would be divided highways marked: His 'n Hers.

A little flattery now and then makes husbands out of single men.

Marriage is like a bath in a tub, after you get used to it, it isn't so hot.

I call my girl Candy Bar, not because she's so sweet, she's half nuts.

A quartet is four people who think the other three can't sing.

Courtship is that part of a girl's life between lipstick and broomstick.

A swelled head is nature's attempt to fill a vacuum.

Marriages are made in heaven. So are lightning and thunder.

It takes two to make a marriage, the eligible girl and her anxious mother.

If women really dressed to please their husbands they would do it a lot faster.



JOYCE MEVIS, DARLINGTON AREA

CORRESPONDENTS

- ★ LOCAL NEWS
- ★ SPECIAL EVENTS
- ★ CELEBRATIONS
- ★ ANNIVERSARIES
- ★ BIRTHDAYS
- ★ MEETING NOTICES

GRACE MARSH, BRODHEAD AREA
(Not pictured)



ARABELLE MITCHELL
SOUTH WAYNE AREA



LENA SMULL
DURAND, ROCK CITY AREA



VIRGINIA TSCHUDY
NEW GLARUS AREA



MABEL ROSS
STOCKTON AREA



MARGARET WOLFRAM
WARREN AREA



ELTA GENTZ
DAVIS, PECATONICA AREA



Ed Schuetze, with his 50 year background in the fine music field, presents excellent commentary in presenting an hour and a half of classical music on the "Sunday Musicales" from 3:00 to 4:25 p. m. weekly, on WEKZ and WEKZ-FM.

SPECIAL EVENT



General Nathan B. Twining, Ret., was interviewed by Vern Falk when Monroe's native son was honored with the dedication of Twining Park.

CLASSICAL-SWITZER

Fred Glauser, host for the Switzer Show, presents authentic Swiss and German recordings Sunday through Friday at 1:30 on WEKZ. He is pictured here with Mrs. Glauser in Swiss attire from their homeland.



KEY PROGRAMS ON WEKZ . . .

Chore Time

Markets and Weather

Calendar of Events

Farm Facts

Kaffee Klatch

This Morning

White Sox Baseball, MHS

*and U of W Football
and Basketball*

Classified Column of Air

Farm and Home Hour

Schweitzer Program

This Afternoon

Vern's Musical Churn

Country Music Jamboree

Sports Report (4 daily)

Home Folks

Listen Ladies

Sunday Record Party

Sunday Musicale

This Evening (FM)

WEKZ PLACES PUBLIC SERVICE FIRST

United Fund . . Keep America Beautiful . . Care . . Nursing Careers . . Christian Children's Fund . . American Heritage Foundation . . Army Reserve . . Better Schools . . Institute for the Blind . . Blood Donation . . Cancer . . Dairy . . Defense Bonds . . FHIA . . Future of America . . Health . . Marines . . Department of Labor . . National Guard . . Army, Air Force and Navy Recruiting . . Social Security . . Veterans Administration . . Wisconsin State Employment Service . . Tuberculosis . . March of Dimes . . Heart . . National Education Association . . Hire the Handicapped . . Civil Defense . . Coast Guard . . Fire Prevention . . Mental Health . . Red Cross . . Polio . . United Nations . .

PROGRAMS: Listen Ladies . . Monroe Chamber of Commerce on the Air . . Monroe Recreation Department on the Air . . Monroe FFA Report . . Rod and Gun Talk . . Teenage Tunes . . Annual Memorial Day . . Dairy Day . . Mobile Unit Broadcasts . . Watershed Fun Days . . Maxwell Street Days . . Corn Picking Contests . . Farm Demonstrations . . Business Grand Openings . . Program with Exchange Students at MHS . . Man on the Square . . The March of Medicine.

EILEEN and JOE are the WEKZ "Home Folks," who chat each week-day morning at 9:05. Their spontaneous approach to many familiar subjects stimulate listener interest and comment.





THE CHURCH AND WEKZ

Early Morning Prayer and Hymn

Sign on time — 5:30 a. m.

Closing Prayer and Hymn

Sign off time

Moment of Meditation

Monday through Friday, 9:30 a. m.

Sunday Devotions

8:00 to 8:25 a. m. every Sunday

Sunday Church Services

10:30 to 11:30 a. m. Sunday from Green County Churches

Psalms of Praise

2:30 to 3:00 p. m. Sunday

Good Friday Services

Each year, from 12:30 to 3:00 p. m.

PICTURE IDENTIFICATION:— 1. Dale Martin; 2. Ken Schneider; 3. Eileen Steensrud; 4. Jane LaBorde; 5. Vern Falk; 6. Joyce Mevis; 7. George McKeown; 8. Phyllis Stampfli; 9. Don Davenport; 10. Bob Jay; 11. Joe Urban; 12. Herb Bolliger; 13. Stan Neuberger.

PHYLLIS STAMPFLI delivering one of the 200 newsletters that go out to all restaurants, hotels and banks in Monroe each morning. A typical newsletter is pictured on the back cover of this album.



WEEKZ

AM 1260
dial
FM 93.7

NEWS OF THE HOUR

6 OCTOBER 1961

MOORE, WISCONSIN, IS THE HEART OF GREEN COUNTY'S RICE EARLYLAND

Donald E. Davenport, emergency information officer for Moore's Civil Defense set-up, and Continuity Chief and announcer at WEEK announced today that he is the father of a new baby boy born at St. Clare Hospital, Monroe, 11:45 this morning. Mr. Davenport reported that his wife and new son are doing fine.

WEEK

St. Clare Hospital also reported a son born to Mr. and Mrs. Charles Montgomery, Breckman, at 1:00 p.m. yesterday. A girl arrived for Mr. and Mrs. Lee Gille, Monroe, 11:30 last night.

WEEK

Roscoe Boren, 67, Jefferson, Kansas, was to be arraigned today in Justice Court on charges of aggravated battery this morning. Boren was identified by James Ralston Jr., Chicago, Kansas, as the assailant who stabbed his four sons in the abdomen early yesterday morning, in front of the Eagles Tavern in Monroe.

WEEK

Poland E. Karles, Secretary of the Green County Fair for the past four years, has announced that he will not be a candidate for re-election at the annual meeting to be held Tuesday, November 14th. Karles stated "Business demands" as his reason for withdrawing.

WEEK

It's hoped that the start of a session on what to do with Moore's expanding school population will be the result of a meeting Thursday October 19th. A series of the State Department of Public Instruction will discuss the problem with the Moore Board of Education and the citizens advisory committee at that time.

WEEK

According to information received by Captain Eugene J. Schneider of Moore's Company "B" and National Guard Division, the group will report on their leave beginning on Friday, 14th, 15th or 16th. The enlisted men will leave the company to be assigned somewhere about October 18th. Equipment loading will begin on the 14th or 15th of 20 people throughout the state.

WEEK

Charles Mowbray, in charge of adult instruction in Moore's high school announced this morning that 321 people signed up for classes last night which is about 50 more than enrolled last year on the first night. Mowbray said that one of the classes will have to be dropped, others are filled and some need more students.

WEEK

Farm Progress Days in Remont is expected to end tonight with an attendance of over 15,000. Up to 75,000 persons were reported to have turned out yesterday for the 3rd day of the three day Agricultural Show and Competition.

WEEK

Senator Alexander Wiley of Wisconsin says it alone he intends to use re-election. He has put it "letters from all angles tell me to run again, and I haven't found an express who wants to be a candidate against me."

WEEK

LIPPER SAYS: If there were more "Self-starters" on the job, the boss wouldn't have to be a "push".

WEATHER: Mostly fair, windy and rather warm today, tonight and tomorrow. High today from 70 to 85. Low tonight 48 to 55.

Listen

to Burlington football this afternoon and
Moore's homecoming game tonight on

WEEK-FM.