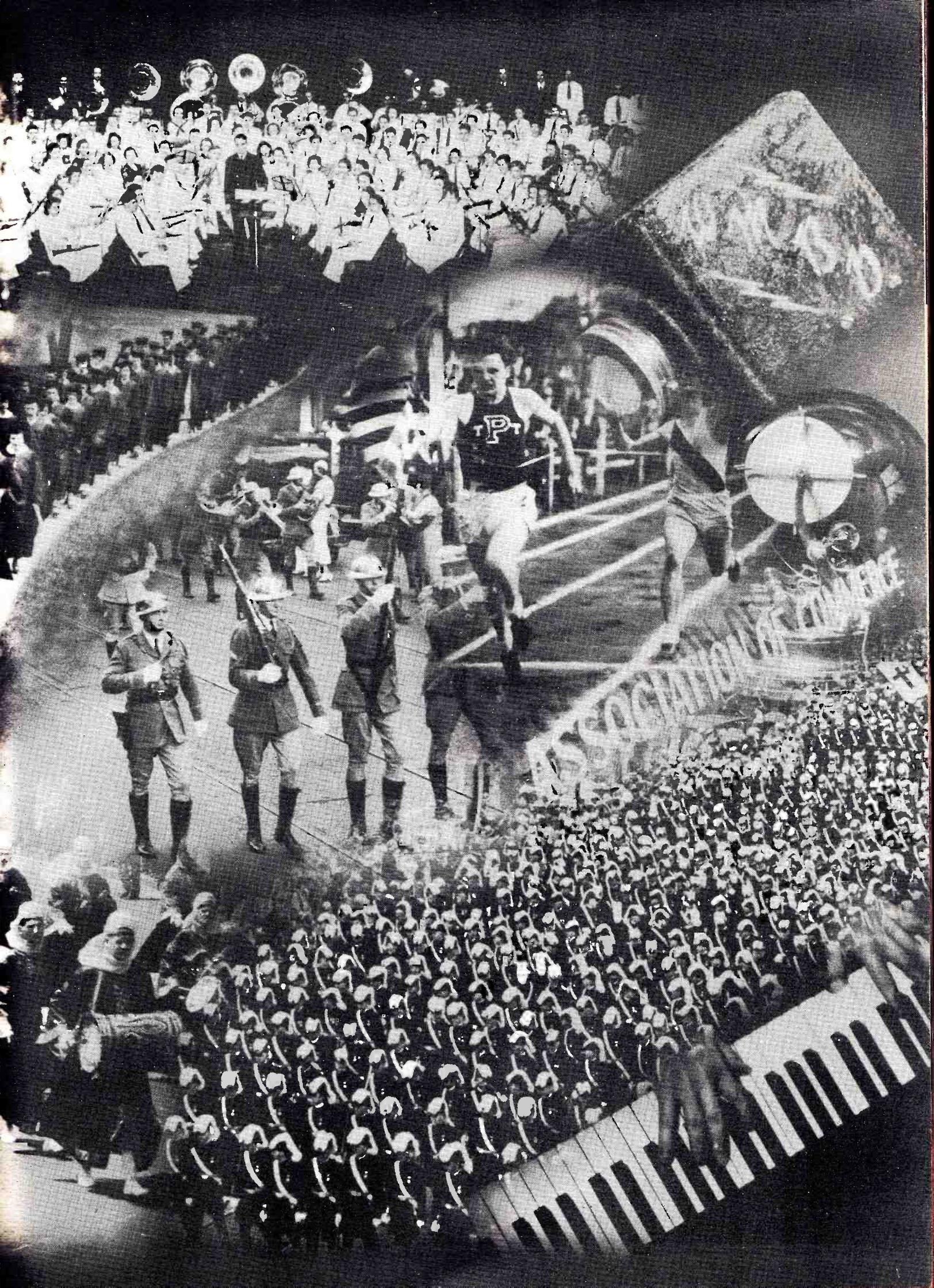


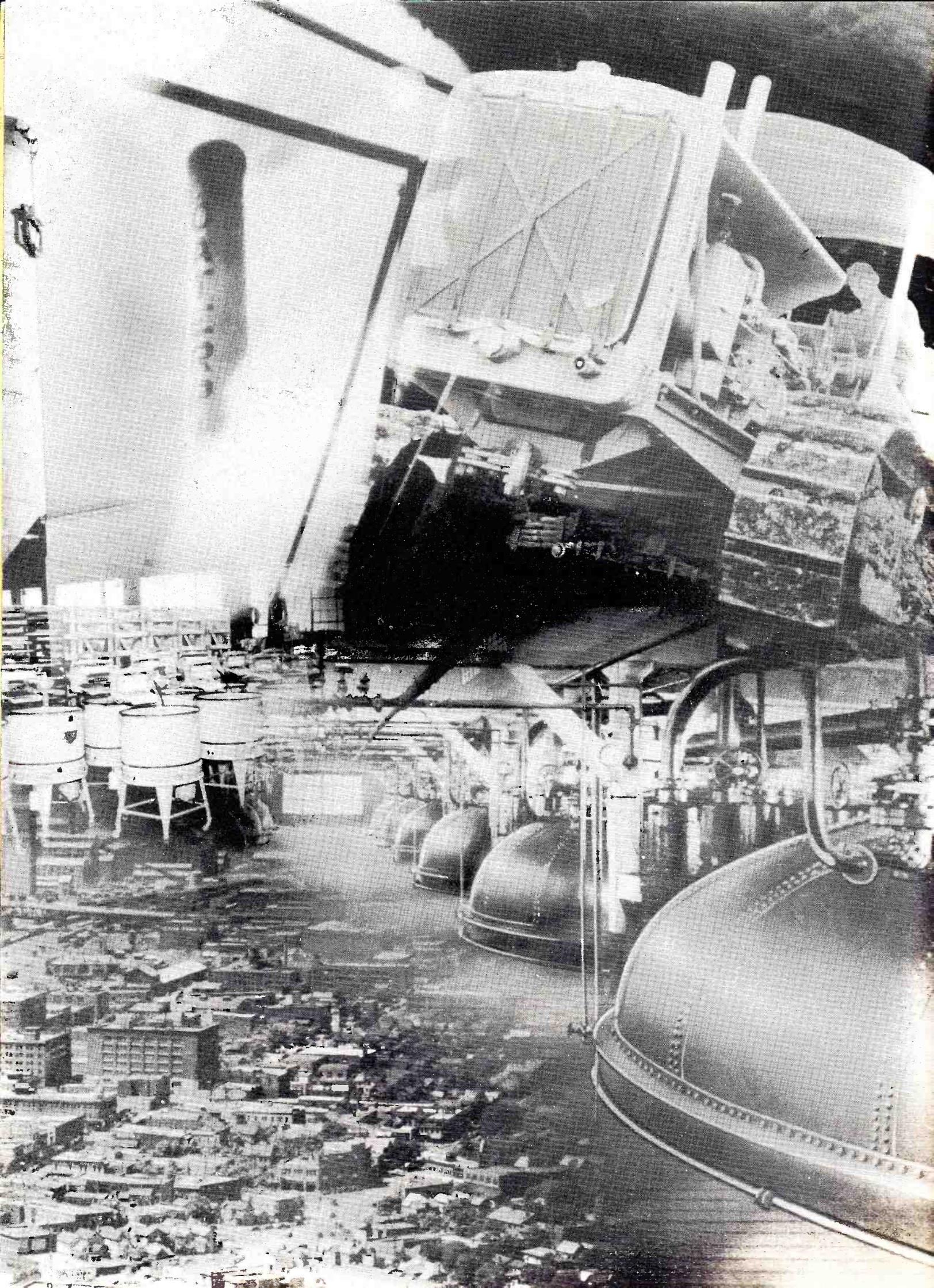
R A D I O S T A T I O N

W M B D



1938
PEORIA ILLINOIS





Foreword

Dear Folks:

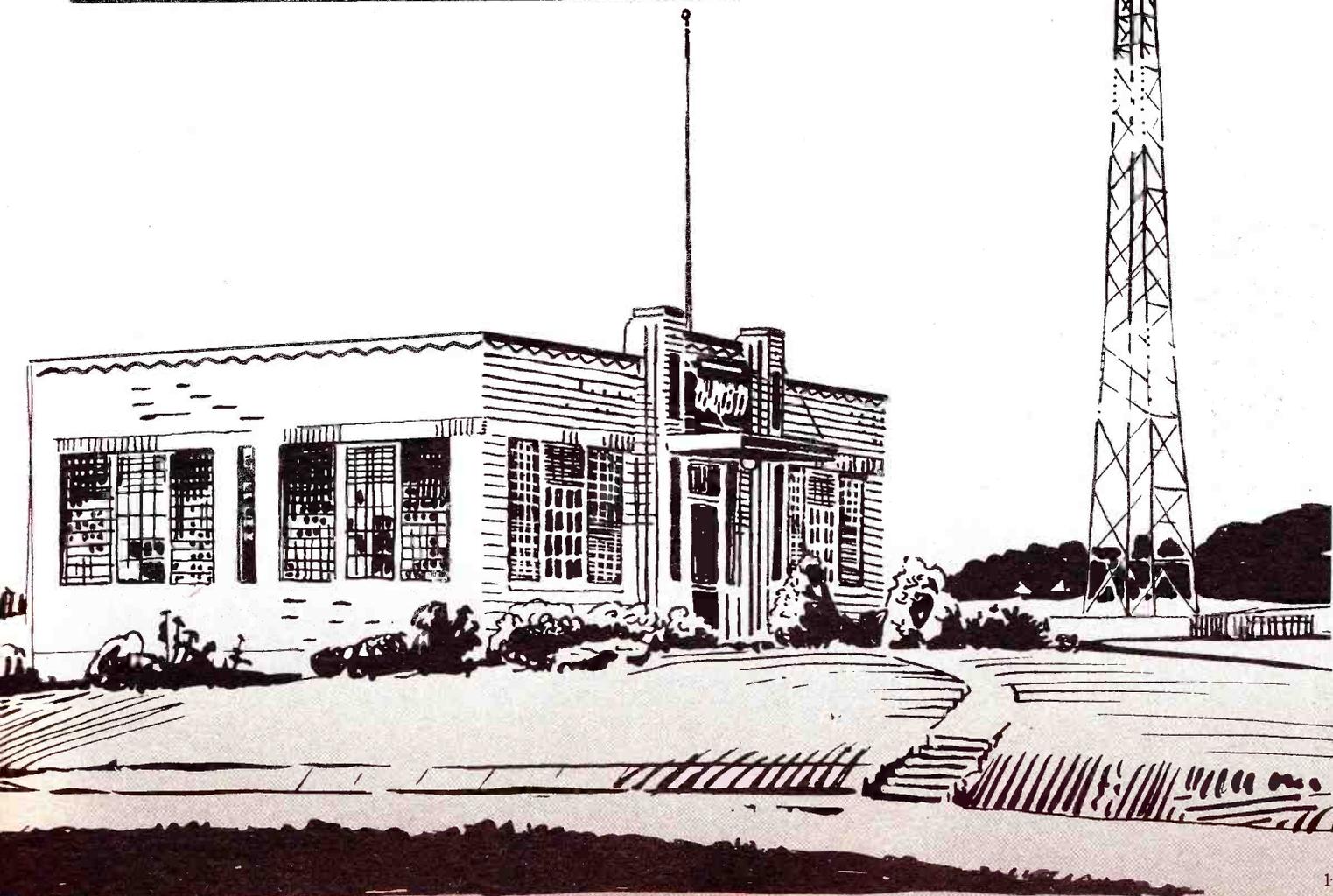
We've been so busy the past six years getting organized—full time, new studios, more power, building staff, and so on, that we haven't had time to visit with you very much. We don't like being so busy that we cannot be neighborly. That's why we're publishing our first "Personalities."

It isn't watts or kilocycles that makes radio—it's people, personalities—people with ideas and ideals and ambition. The best thing we have is an organization of people and I am proud of every member of our staff. It is our hope that we can become better acquainted with you so that we may be of mutual help to each other.

I hope you like "Personalities" and if you do, maybe we'll have another one next year.

Sincerely

Edgar L. Telf



The Community Radio Station

By GOMER BATH

Among more than six hundred radio stations in the United States, WMBD is recognized as one of the pioneers in the development of broadcasting as a community enterprise. Such a station enters actively into the life of the community — lends itself to all worthwhile movements and makes broadcasting more than entertainment and advertising.

Permanent installation of microphones at the U. S. Weather Bureau and in the office of the Superintendent of Police is a part of the public service policy of the station. Broadcasting daily on "The Town Crier," notices of hundreds of churches, schools, lodges and other organizations, is another phase of community broadcasting. The "Man on the Street" gives every resident of Central Illinois the opportunity to speak opinions before the microphone. The "Pet Corner" daily serves the pet-lovers of the community.

Churches of all denominations have always found a warm welcome at WMBD and have been encouraged to use broadcasting time. The same is true of the schools, not only of Peoria, but of many towns of Central Illinois. Community life as it is expressed through the Association of Commerce, Better Business Bureau, luncheon clubs, the American Legion, the Salvation Army, the Community Fund, women's clubs and similar organizations, finds its place daily on the programs of WMBD.

Emergencies find in radio, the natural medium for rapid dissemination of information. Peoria County Chapter of American Red Cross used WMBD three to four hours a day during the 1937 Ohio valley flood crisis. Starting with a quota of \$3,000, the local Red Cross received a total of more than \$46,000, placing the Peoria county chapter in first place among all cities of similar population-class in the nation.

A radio appeal for a donor of blood at a time when a hospital patient's life depended on a quick transfusion, brought 300 offers to the hospital within two hours.

WMBD through its News Commentator, has entered into spirited discussions of important civic problems. By means of public debates, followed by open forum periods, the station has attempted to encourage public discussion of debatable questions.

As the radio station is successful in permitting and encouraging the expression of such phases of community life, it is successful in bringing to its listeners more than entertainment and in becoming, truly a community station.



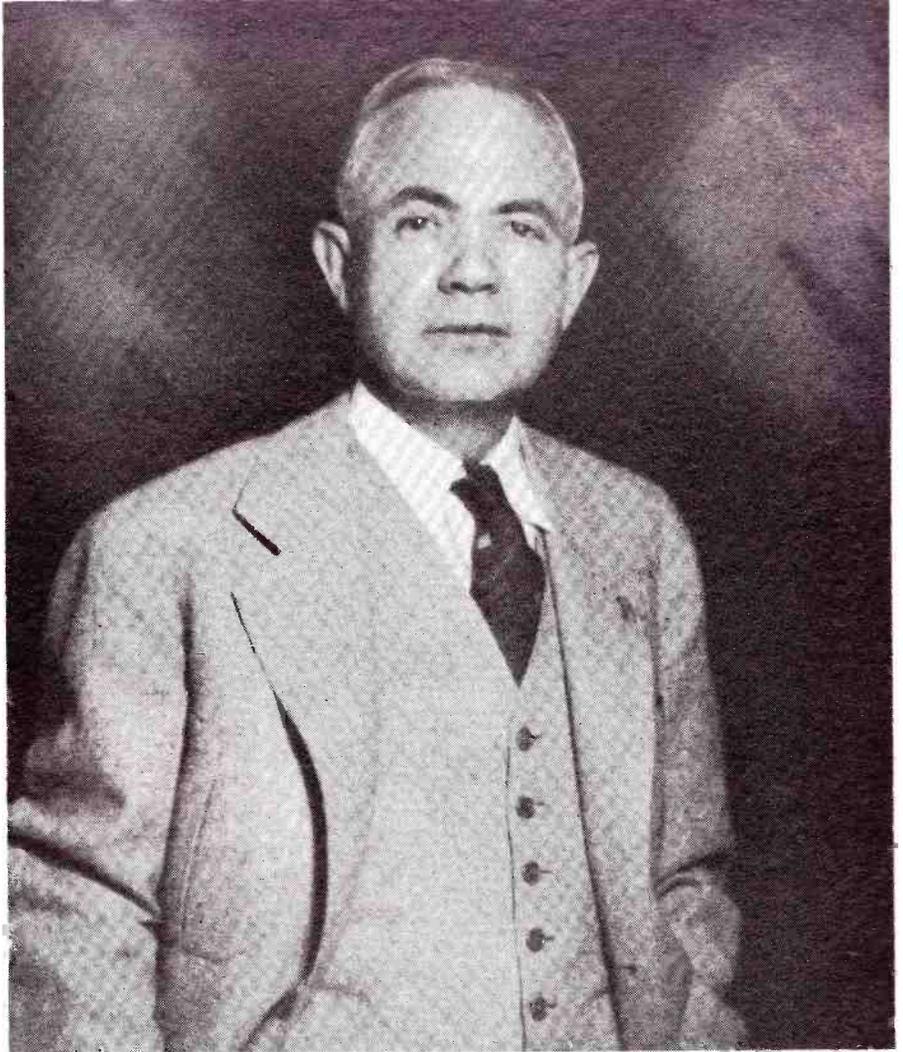
At the Helm

From newspaperman, to farmer, to radio executive. That's the story of Edgar L. Bill, president of Peoria Broadcasting Co., and manager of WMBD. But it wasn't as simple as that. In plain words, it was the application of every ounce of energy to a single ideal—build—and it's still his guiding influence.

He was born in Champaign, Ill., the son of a small-town newspaper publisher and as he expresses it himself, "grew up in a newspaper office." But somewhere along the line, an abiding interest in rural life asserted itself and his endeavors shifted to farm papers, farm organizations and finally the farm itself.

Two weeks after he was drafted to assist in organizing a new Chicago radio station in 1924, he was named director, and in his seven years at that post, he established the policies that now characterize one of the nation's best . . . WLS.

He took over management of WMBD on June 7, 1931. All Central Illinois knows the story of his remarkable achievements. The staff has grown from eight to forty persons, the station ranks as one of the leaders in its power field, but Edgar L. Bill, says—"We're just getting started." He declares he has no hobby except "understanding and developing people."



EDGAR L. BILL

Somebody said that it couldn't be done,
But he with a chuckle replied
That "maybe it couldn't," but he would be one
Who wouldn't say so till he'd tried.



THE GOVERNOR LISTENS . . . Governor Henry Horner, arms folded and his face revealing an expression of interest and concentration, listens to an "over-the-shoulder" explanation from Mr. Bill. The occasion was the Power Party described on another page.

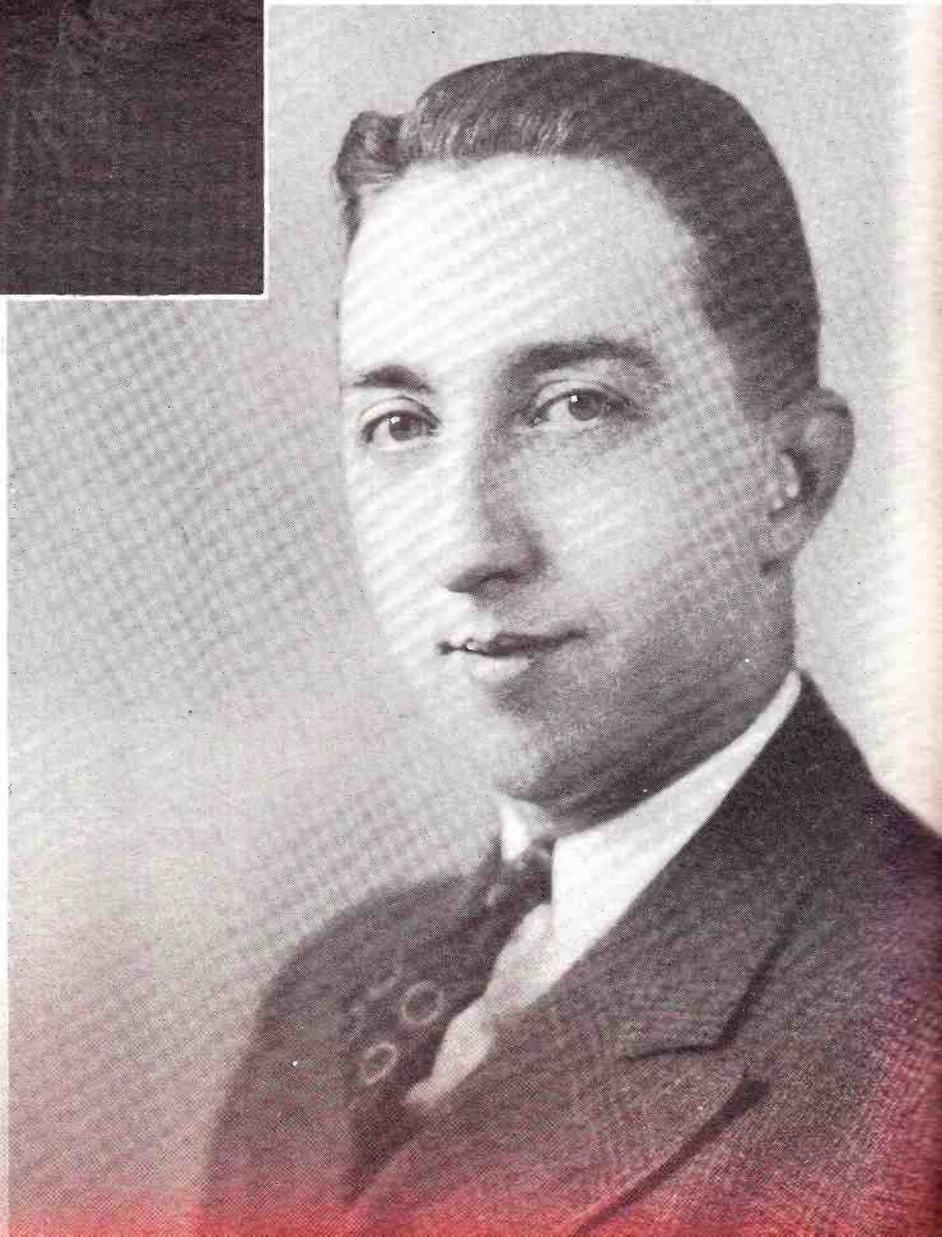


TALKING IT OVER . . . A typical "conference" scene in the office of Mr. Bill. Left to right: Irene Kircher, secretary; Gomer Bath, assistant station manager; Paul Scherer, business manager Mr. Bill, and Harold Bean, program director.



GOMER BATH
Assistant Station Manager

An energetic young man who abandoned a promising career as a musician and in six years by sheer force of ability, worked himself to the responsible post as assistant manager of WMBD—that's Gomer Bath. Born in Canton, Ill., on Washington's birthday, 1899, he attended Knox and Lake Forrest colleges and won his degree at University of Illinois. First job was organist in Paducah, Ky., theater. Employed as organist in Peoria theaters seven years until joined WMBD, July 1, 1931 as staff musician. Became announcer, rising through other posts to present position. Won acclaim in Commentator series with crusades to improve traffic safety, eliminate sweatshops, improve health service and other movements. Originated "Man on Street" idea. Hobby is mathematics. Dislikes crowds, swing music, likes solitude, books and coffee.



CHARLES C. CALEY
Commercial Manager

One of the vital departments in the operation of any radio station is the sales division. At WMBD, this staff is headed by Charles C. Caley. Mr. Caley was born in Mackinaw, Ill., where he resided for twelve years. The family moved to Peoria where he attended schools. His first job put him in the national advertising department of the Peoria Journal-Transcript. In the short period of ten years he had risen to the post of assistant manager of that branch of advertising. He joined the WMBD staff on September 1, 1934. Much of the credit for WMBD's successes in the advertising field is due to his ability and efforts. He is married. Hobby is golf.

The Staff



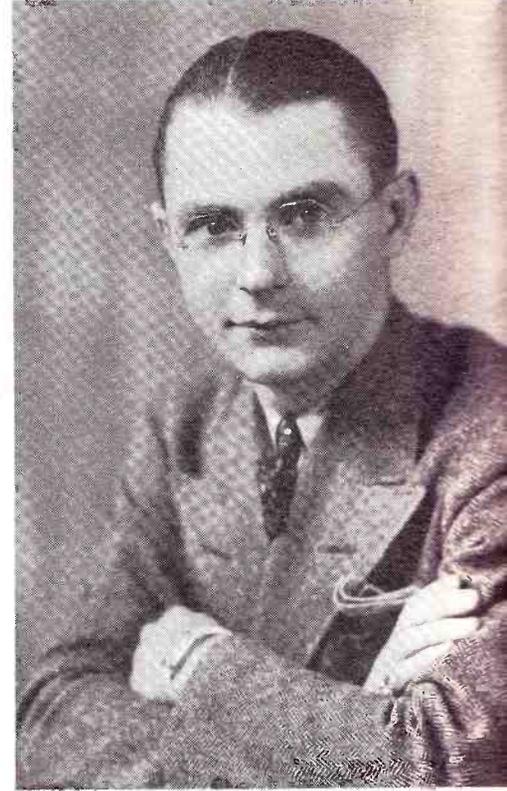
HAROLD BEAN
Program Director

Son of a minister, trained for accountant profession, drafted as announcer because of fine voice-quality. Began radio work WFBM, Indianapolis, 1928. Previous experience at KYW, WBBM, Chicago before joining WMBD staff, March, 1936. Born Greencastle, Ind., October 3, 1903. Played violin University of Illinois and DePauw University symphony orchestras. Considers work his hobby.



JESSICA McFARLAND
Director Women's Activities

Pinch-hit for commercial radio narrator and liked radio so well she joined WMBD staff, September, 1935. Previously personnel director large department store nine years. Daughter of late Charles Lambert, dean Peoria newspapermen. Comes by writing ability naturally. Never suffered "mike fright." Collects statuettes of dogs, reads poetry; adores red roses; dislikes caraway seeds, Native of Peoria.



JACK LYON
Musical Director

Started musical training at age of five. After extensive experience in theaters as motion picture and solo organist, entered radio field in 1927. Joined WMBD staff September, 1933. Recognized among leading concert organists in middle west. Hobbies are rifle marksmanship, wire-haired terriers. Favorite sports—horses, polo. Born Chicago, Ill., May 9, 1909. Dislikes being called "Lyons."



PAUL SCHERER
Business Manager

Native of Roanoke, Ill., attended schools there, graduated Brown's Business College, Bradley College. Business manager Bradley "Tech" newspaper two years. First job, secretary to factory superintendent. Also short experience accountancy before joining WMBD staff August 30, 1934. Member Theta Kappa Nu fraternity. Won distinction in college as debater. Married September 12, 1936. Home is hobby.



THEODORE A. GILES
Chief Engineer

Hobby is amateur radio since childhood. Lead to first job as engineer KFJL, Ottumwa, Iowa, 1924. Became WMBD one-man engineering staff on station's first anniversary, September, 1926. Now heads staff of nine men. Native Peorian. Current hobbies are two sons, Bill, 12, Bob, 11. Will go without sleep or meals to maintain radio system. Known as "Ted" to associates.



WILLIAM VICKLAND
Production

Trained in dramatics Conservatory Music, Ithaca, N. Y. Appeared stock, vaudeville, chautauquas, movies before entering radio WLS, Chicago, 1929. Auditioned now-famous "Lula Belle"; discovered Hoosier Hot Shots, gained fame in own right as "Colonel Jim" and in "Little Brown Church." Appeared as dramatic narrator at WGN before coming to WMBD, December, 1936. Gifted in character parts. Likes "homey" poetry.

The Salesmen



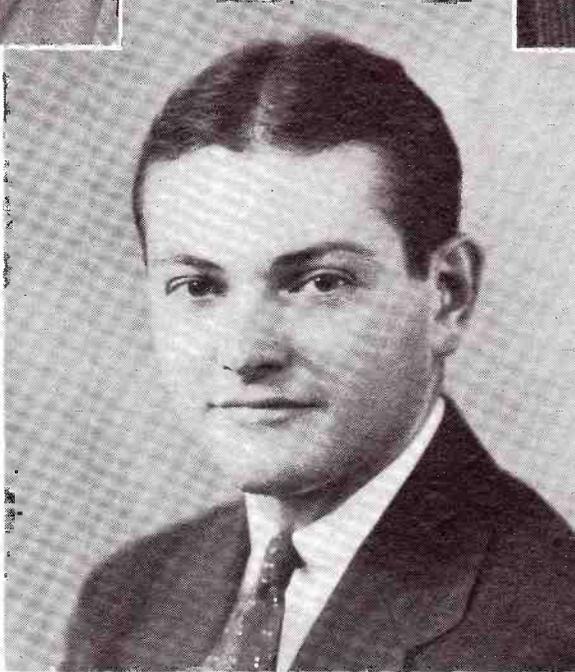
RALPH EHRESMAN

Employed advertising department Brooklyn, N. Y., Eagle before joining WMBD sales staff six years ago. Also worked newspapers, Fort Wayne, Peoria and advertising agency in New York. Born Gridley, Ill. Attended Peoria schools. Hobby is photography. Dean of sales staff. Likes to travel.



FLORENCE PEARSON-LUEDEKE

Abandoned eight years newspaper advertising-reportorial experience various cities including Chicago Tribune to tackle radio, WMBD, April 1, 1932. Combines sales work with announcing, continuity writing. University Illinois graduate. Known as "Duchess" to associates.



C. RUSSEL EHRESMAN

Brother of Ralph, also born Gridley. Lived Peoria most of life. Had ambitions to be pharmacist. Joined WMBD staff, April, 1935. Once studied violin. Naval Reserve officer.

WILLIAM YESS

Eight years salesman before coming to WMBD year ago. Born in Kewanee, Ill. Prominent in athletics at Manual High, Peoria. Plays piano—not on radio. Likes hunting, fishing.



FRANK C. SCHROEDER, JR.

Son of engineering professor, lived and schooled Chicago, Philadelphia, New York, Milwaukee. Came to WMBD, January, 1936. Worked Chicago advertising previously. Army Reserve Corps.



The Personnel



IRENE KIRCHER
Program Dept.



JOSEPHINE IDLE
Program Schedule



MARTHA WUNDERLE
Secretary



FERNE PORTER
Continuity



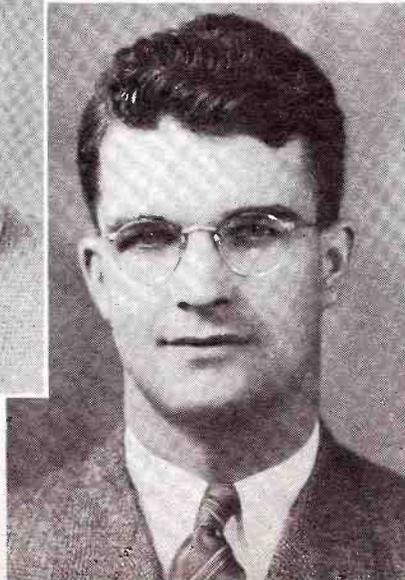
JACQUELYN HERBERT
Continuity



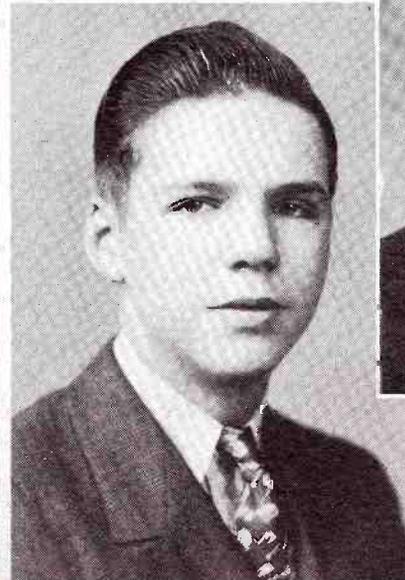
EVELYN WAGNER
Reception



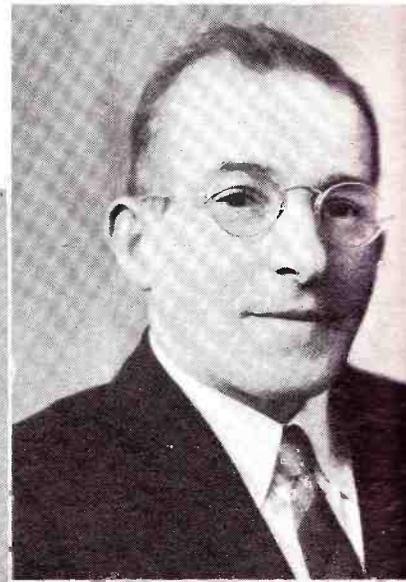
RICHARD BACHMAN
Bookkeeper



GEORGE HAVER
Music Librarian



HOWARD BILL
Telephones

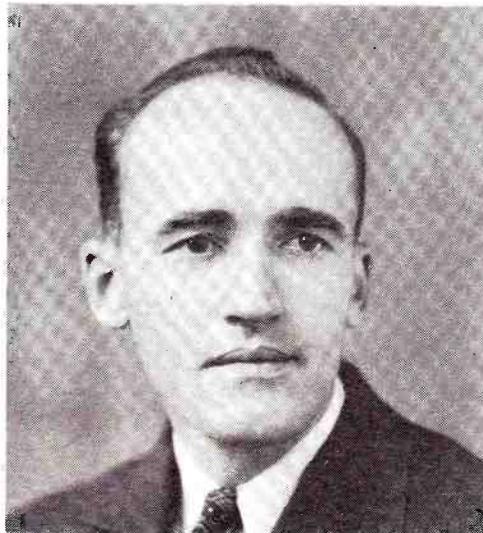


HERSCHEL NOLAN
Maintenance

The Engineers



HAROLD McDUFF
Transmitter Control



RAY NOLL
Studio Control



ERNEST ROBERTS
Studio Control

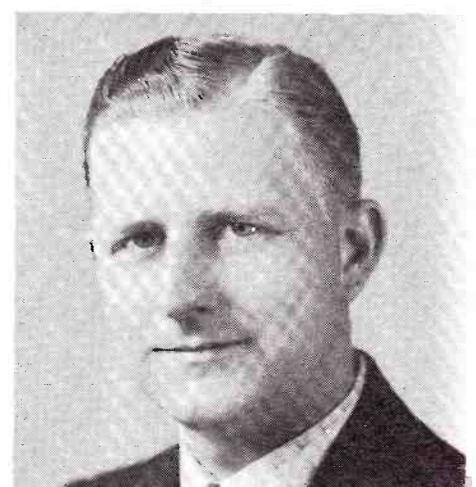
Precision and perfection are the keynotes of the engineering division. All highly trained radio technicians, WMBD's engineering staff is divided into several groups of specialists, all functioning toward the same goal—delivering radio programs to the listeners with the highest possible degree of natural tone-quality. These groups include: studio control, transmitter control, remote control, maintenance, and engineering and development.



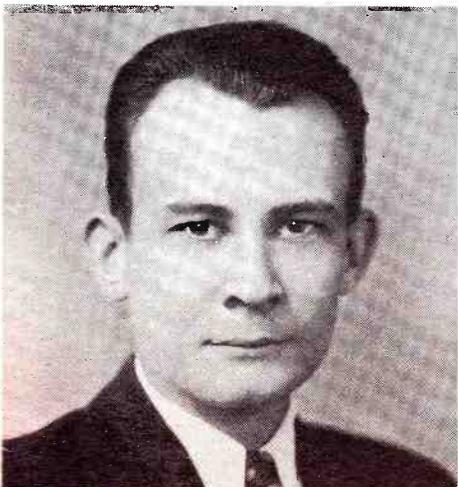
ROBERT CONNER
Engineering



HARRY McCORMICK
Transmitter Control



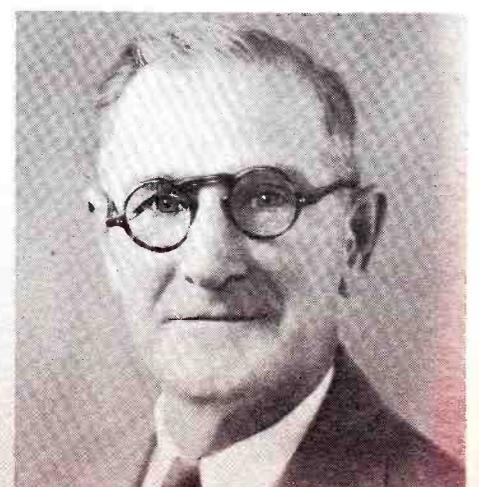
HARVEY DAY
Remote Control



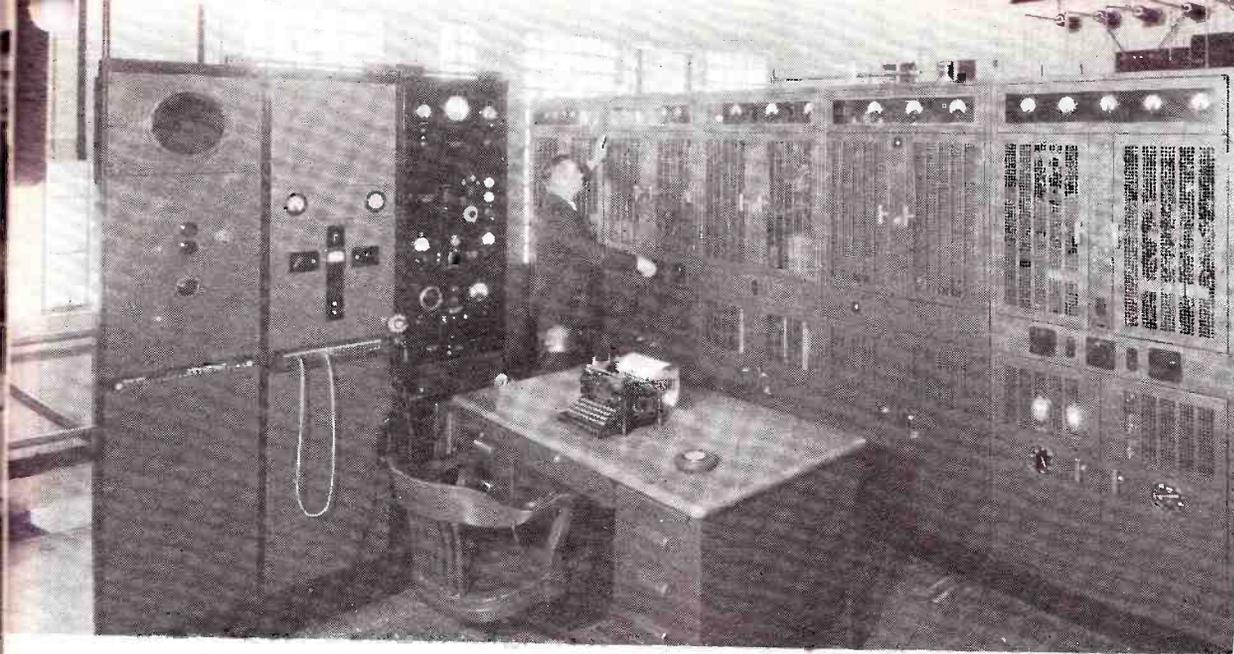
LEE ELTON
Studio Control



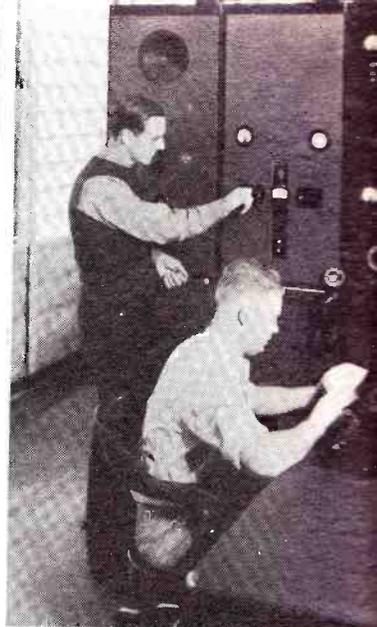
OLIVER MACKLEY
Transmitter Control



BERT GILES
Building



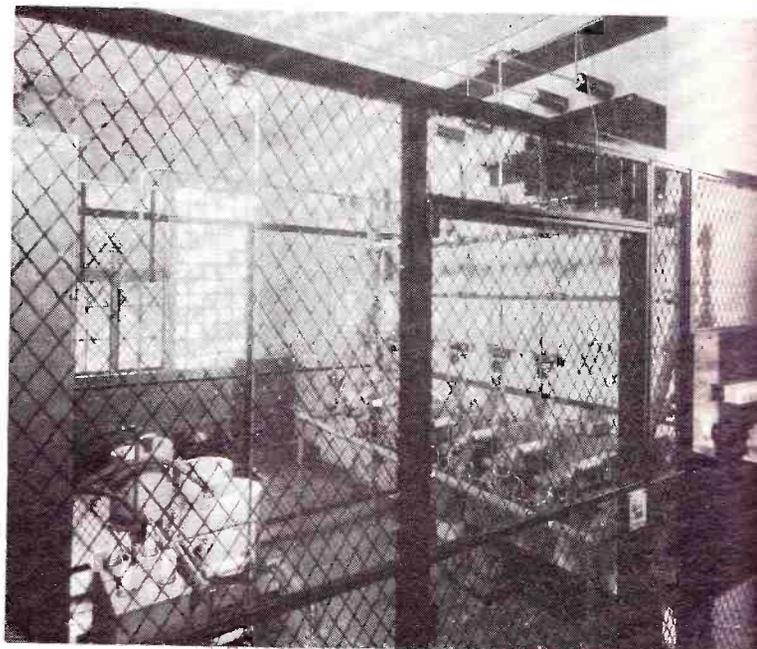
TRANSMITTER INTERIOR . . . The new 5,000 watt Western Electric transmitter, installed entirely by WMBD engineers in the new WMBD transmitter building on State Route No. 29 near Pekin.



TRANSMITTER CONTROL . . . Scores of delicate instruments double-check each radio signal at the transmitter before it goes on the air. Engineers maintain constant vigil.



STUDIO CONTROL . . . An engineer seated at the monitor panel where he maintains proper balance and blend on every radio program.



HIGH VOLTAGE . . . The rectifier rack in the transmitter, carrying 12,000 volts, protected by a strong steel fence and a fool-proof system of seven locks. Note door-lever and lock-block at right.



TEST EQUIPMENT . . . Maintaining constant perfection in radio equipment necessitates a variety of intricate test equipment, mysterious instruments to all except a trained radio engineer. Here's a sample.



STUDIO INTERIOR . . . A typical scene in WMBD's Alliance Life Building studios. The photo was snapped during the "Shut-In" program showing director, announcer, pianist and talent, at posts.

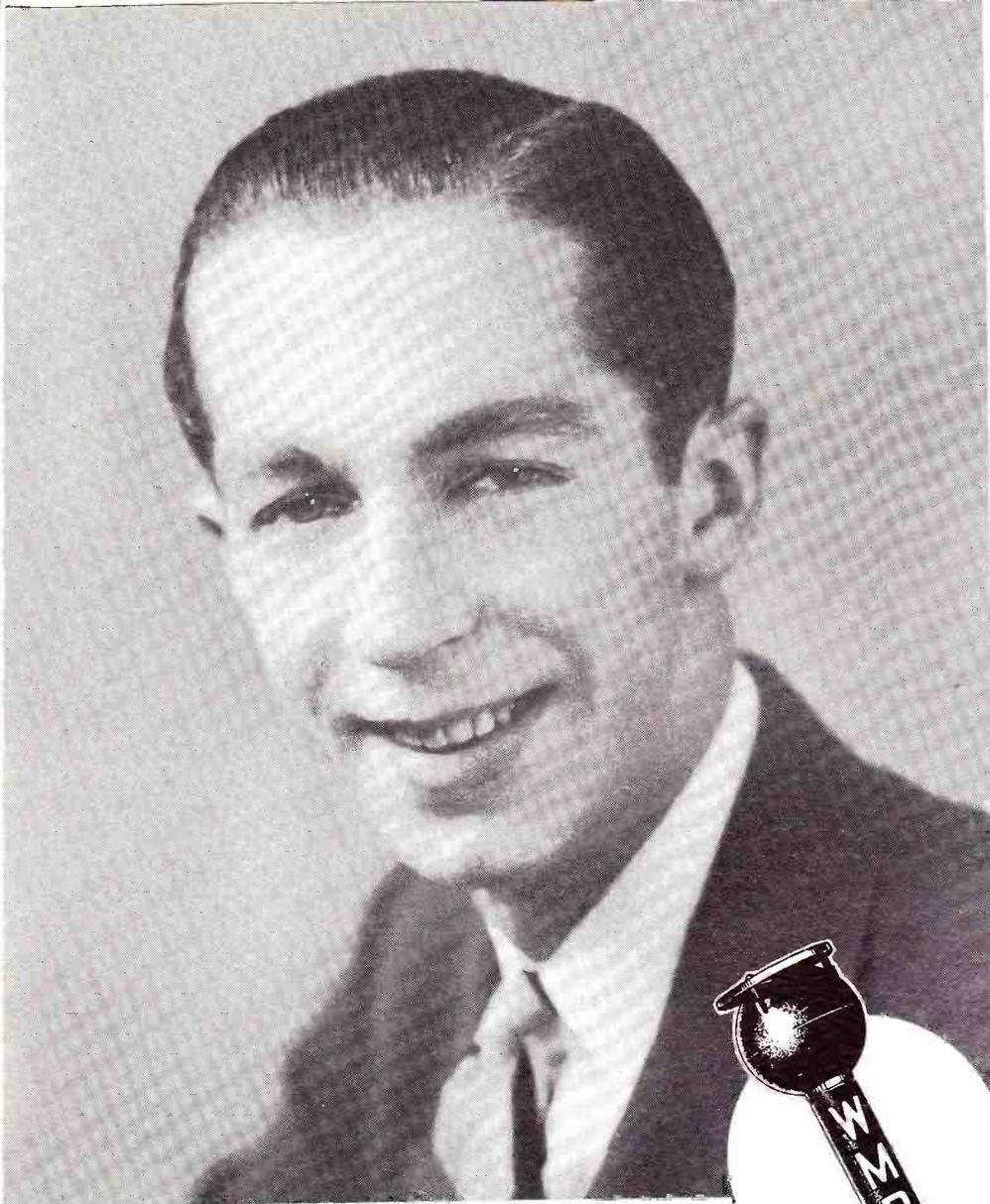


RECEPTION ROOM . . . The spacious, beautifully furnished reception and observation room where visitors may see and hear studio programs.

Announcers

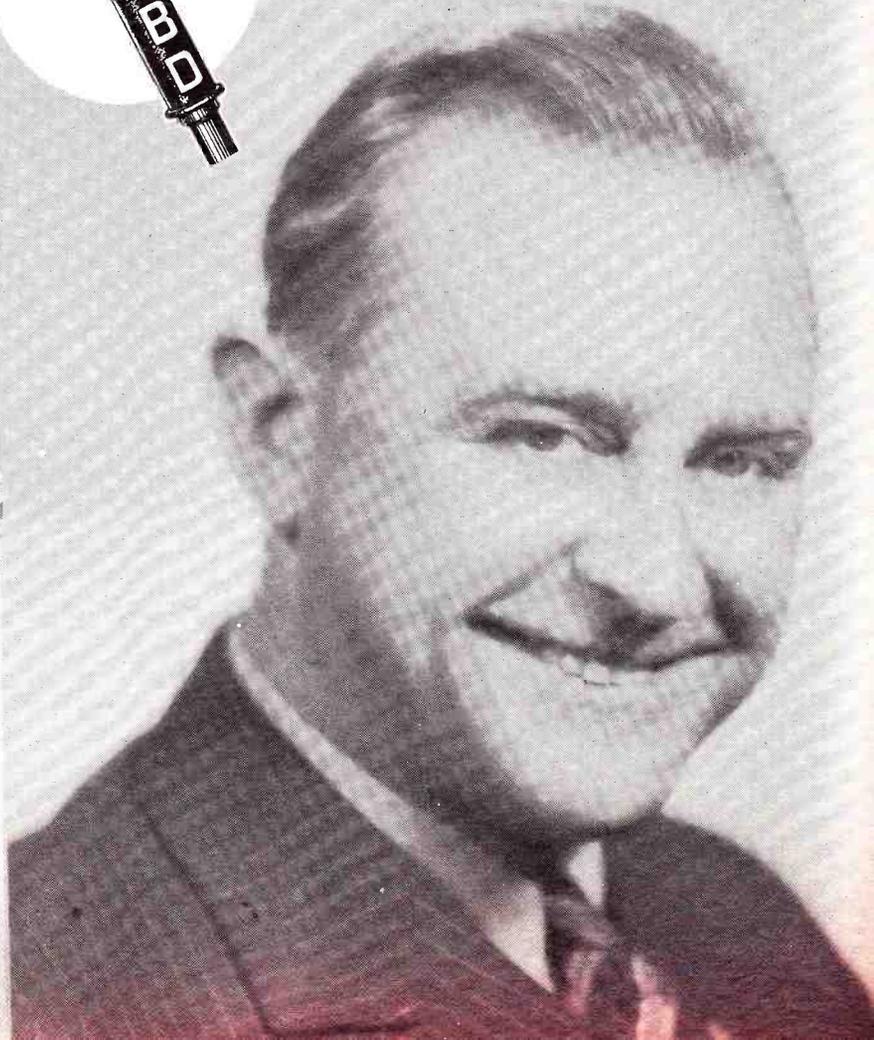
MILTON H. BUDD

Took step from vaudeville to radio in easy stride, but forgot lines in first radio announcement WMBD, June, 1932. Best known for development Juvenile Theater and His Majesty, the Baby. Born Duluth, Minn., April 26, 1913; became Peorian year later. Graduated valedictorian Peoria Heights grade school, 1926. Active music, dramatics Peoria High school. Conducted orchestra tour in Texas, Mo. Talented vocalist, witty, has flare for "loud" vests and buttoniers. Golf is favorite sport, also hobby and favorite food. Appreciates good poetry; authority on music, classical and popular.



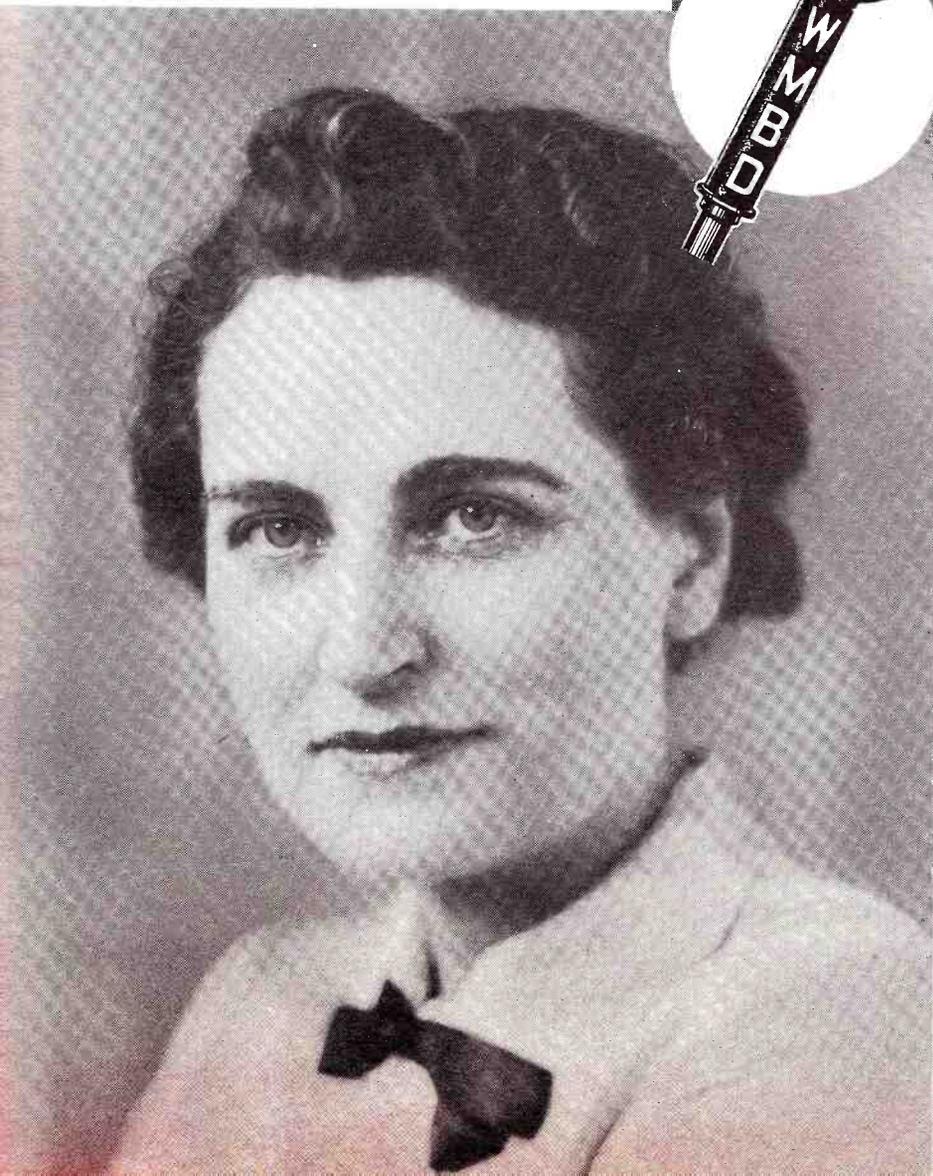
EMIL BILL

Boyhood ambition to be printer. Injured second day on print-shop job. Turned to theater, started career age 14 when sang at Milwaukee theater under direction later-famous Roxey. Knew Harry Houdini, both born in Appleton, Wis. Tried hand at circus band, pit orchestra, motion picture operator, vaudeville stage. Sang on radio in days of headphones, one-tube receivers. Gave up stage to work farm. Appeared first WMBD soloist, April, 1935. Now specializes entirely in farm programs. Visits farms of listeners every day. Known to thousands as "Farmer" Bill. Possesses extensive library. Reads poetry. Likes hunting, fishing. Not related Edgar Bill.



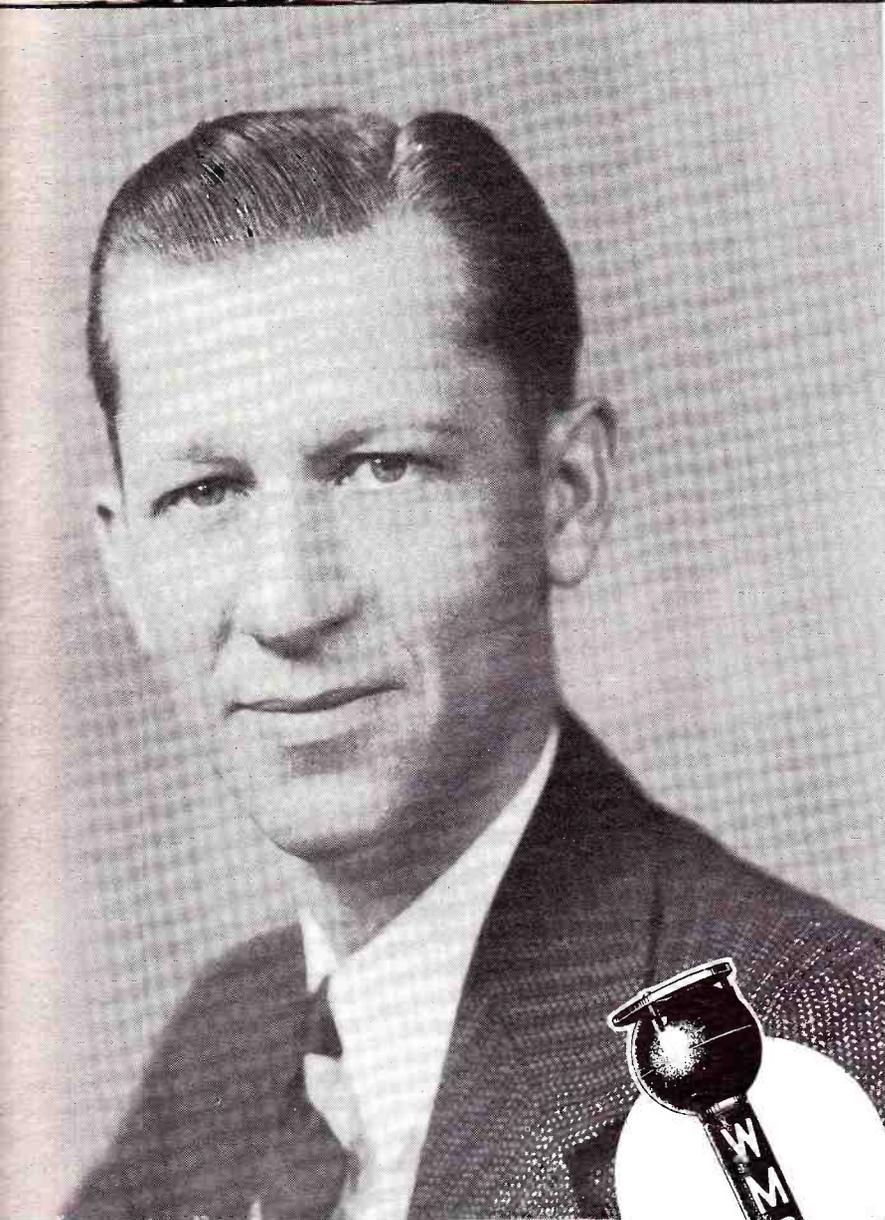
HOWARD DORSEY

Surprised himself when audition won announcer's job WMBD staff, July, 1936. Shouldn't have been because worked previously as sportscaster WCBS, Springfield, Ill., and conducted amateur show with Quinn Ryan, WGN. Once tried to manage orchestra. Got idea from experience as drummer in Illinois Military Academy band. Best known as WMBD's "Good Neighbor." Writes script. Can't carry tune. Born in Springfield, April 24, 1909. Attended schools there, Kansas City, Detroit, Chicago. Single. Crazy about chocolate pie, chicken, Irish setters. Finds it hard to talk without laughing.



JOSEPHINE WETZLER

First radio experience delivering political address. Joined WMBD staff few days later, February, 1937. Born in Peoria, graduated Peoria schools spent several years in Evanston where strayed into newspaper work. Edited feature page which won recognition by Editor & Publisher. Contributed poetry several magazines and "Line" book under pen-name "Goheen" being childhood pronunciation of own name. Is proud of Scotch ancestry. Unable to discard newspaper instinct to seek unusual angle any endeavor attempted. Naturally partial to plaids, likes poetry and people.



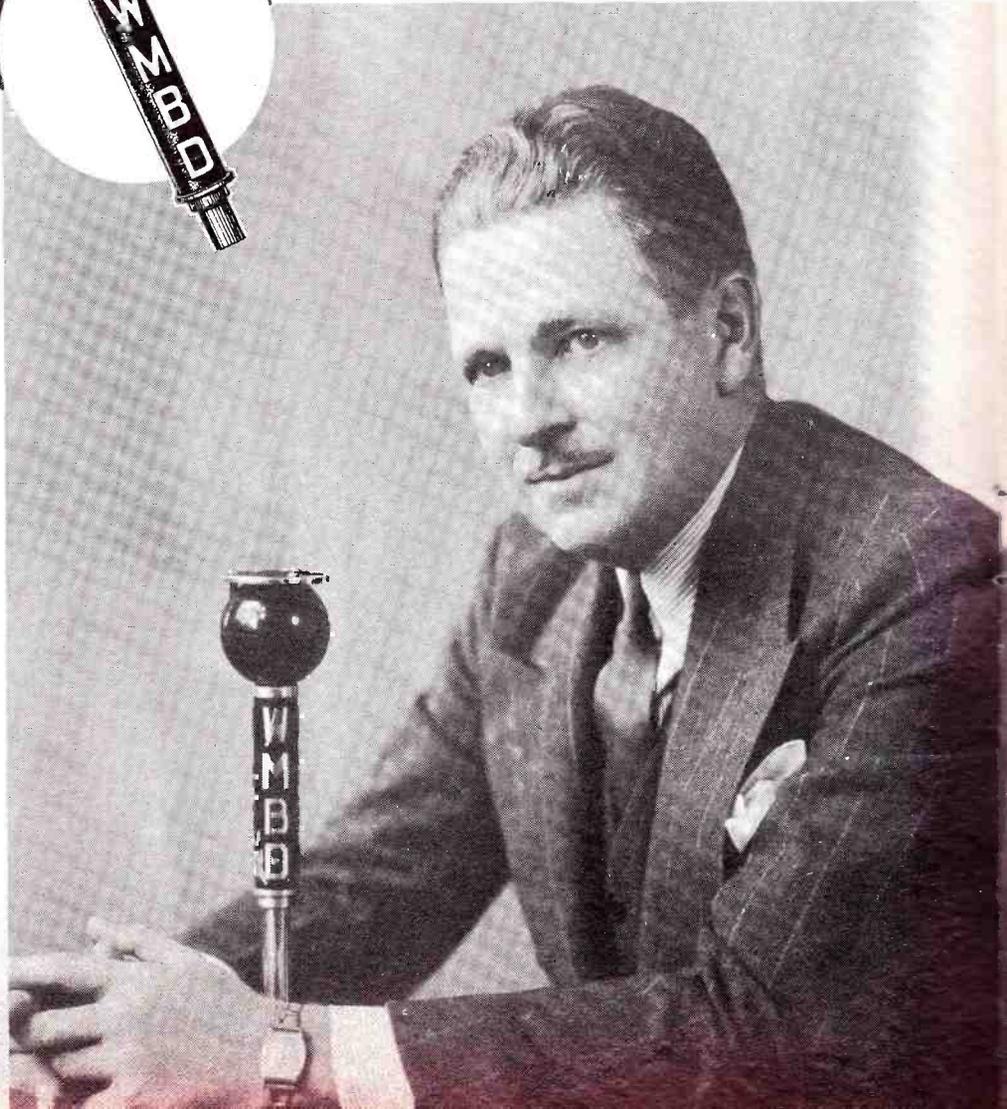
BROOKS WATSON

Stumbled into radio to fill 5-minute emergency, May 1, 1934. Joined WMBD staff June 7, 1937. Specializes in news broadcasts. Addresses microphone with pencil in hand. Once thought might be business man. Also tried newspaper reporting thirteen years with Peoria Star. Sometimes wears hat at work. Thinks radio is mystery but likes it. Wishes he could play piano; never gives up trying. Likes to sleep on floor. Hobby is dreaming. Never dreamed he'd be radio announcer. Born in Pekin, Ill., July 4, 1902. Was amazed to find celebration under way. Isn't superstitious. Married, Friday, June 13th. Best known for police broadcasts.



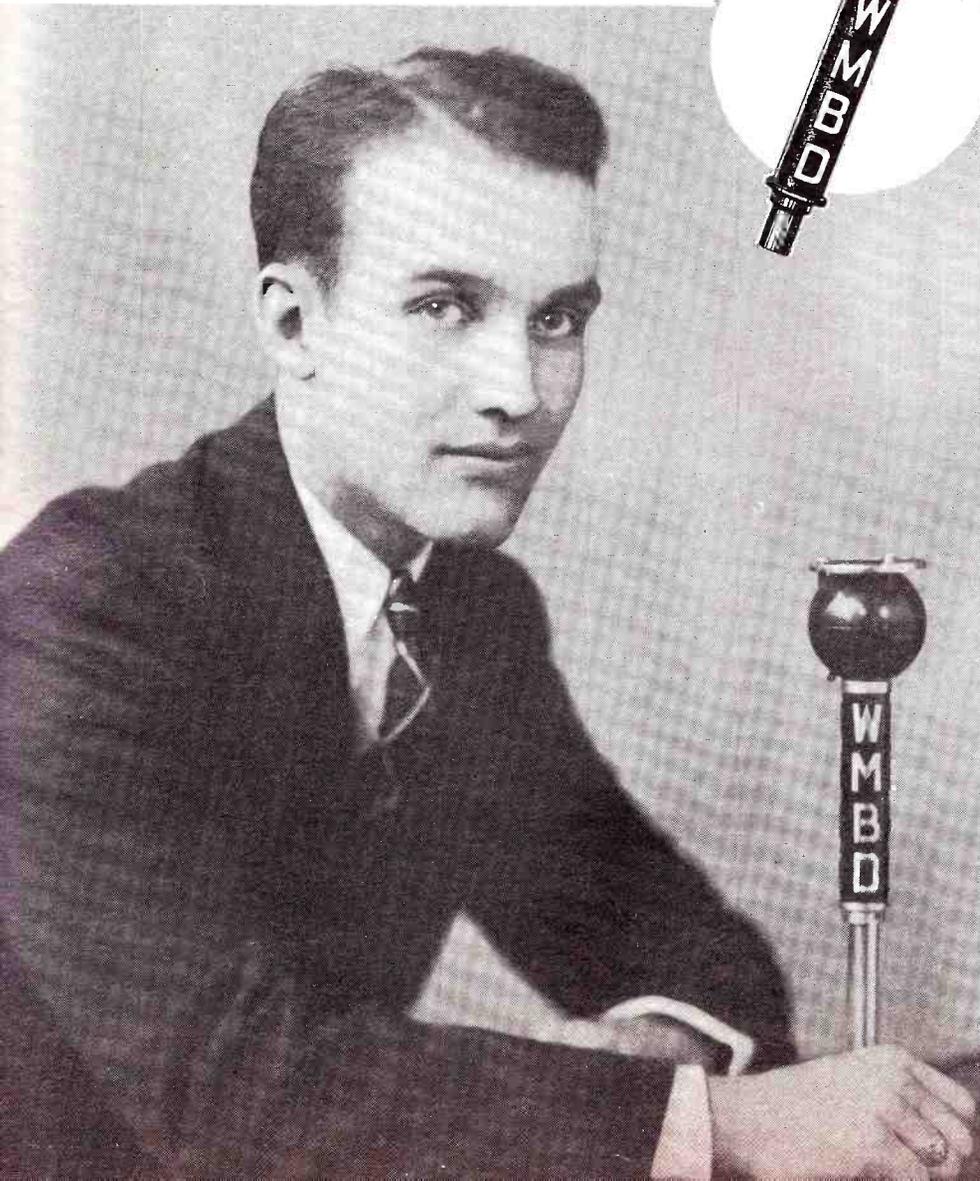
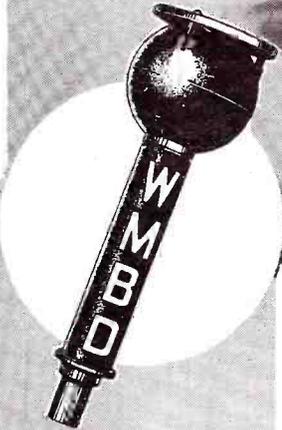
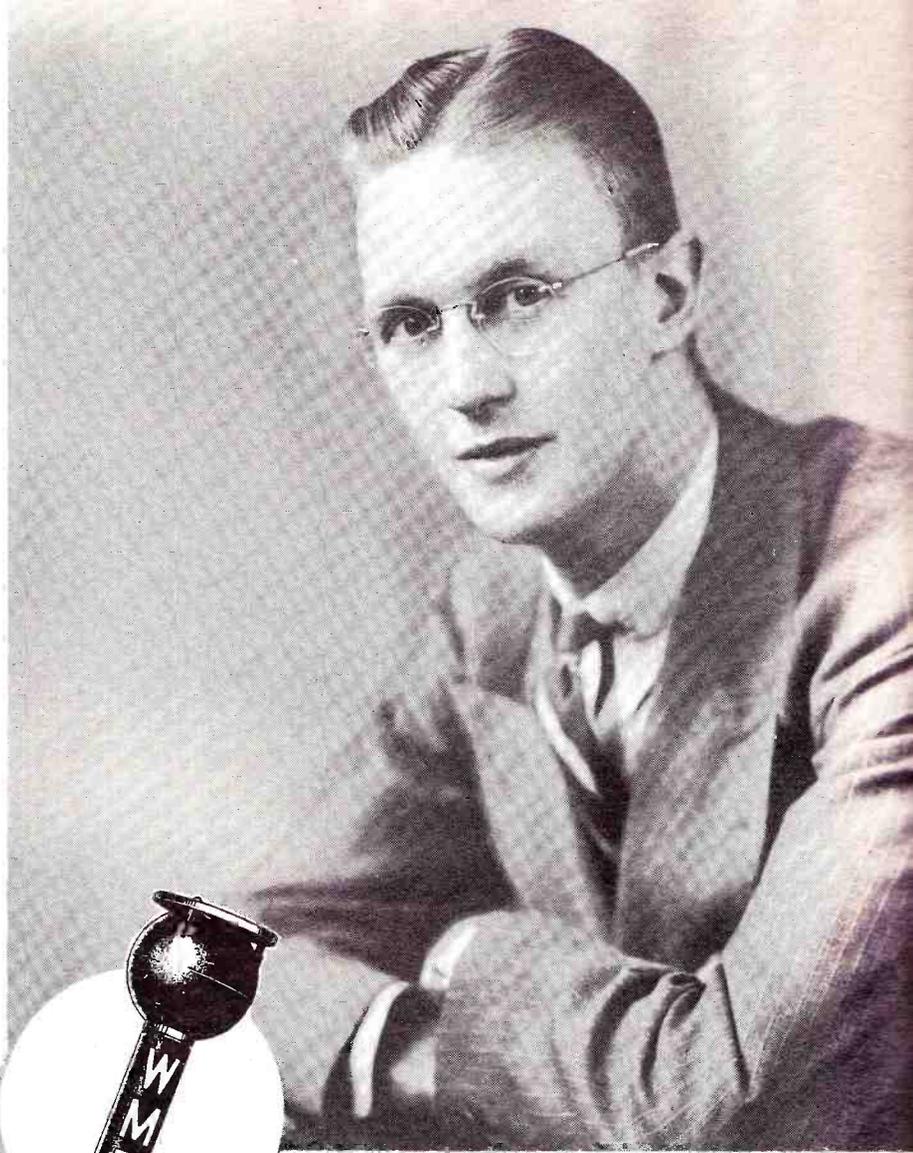
HARRY F. LUEDEKE

Chose "hard way" to enter radio. Previously tried architecture, building, oil sales, stocks and bonds. Emerged from 1929 market crash, broke — no inclination to work, so decided to try radio. Met Edgar Bill, WLS, Chicago, talked self into job. Followed to WMBD, discovered announcing talent when pressed into emergency to take Irish dialect part in drama. Says been talking ever since — until recent marriage to Florence Pearson, WMBD staff. Hobby was horsemanship but tired after two years U. S. Cavalry chasing Pancho Villa, 1914. Hopes to hobby in photography. Favorite color, blue; favorite "blues" — St. Louis. Born New York City.



JACK BRICKHOUSE

Entered radio via announcers' contest, August, 1934, he thinks. Aptitude for sports made sports announcing natural course. Captained high school swimming team, played basketball, quit baseball after stealing second with bases loaded. Prefers sports broadcasts, special events, A Capella choirs. Thinks radio is fun—opening mail is hard work. Likes to dance but admits is clumsy. Dislikes busy signals, wrong numbers, women drivers. Best known for sports interviews, game-side broadcasts. Born in Peoria, January 24, 1916. Attended Peoria schools and Bradley college. Single. Impersonates Tizzie Lish.



DON TOLLIVER

Trained to become school teacher but couldn't find vacant school. Skipped classes at Charleston, Ill.. Teachers' college to play fiddle in WDZ, Tuscola, hill-billy band. Search for steadier work in St. Louis also led to romance and marriage. Couldn't cure radio infection so came to Peoria, March, 1936 to take job as part-time announcer. Joined staff full-time, October, 1937. Best known to radio listeners as "Uncle Bill" of Funnies Club. Still considers music a hobby. Dislikes waiting for street car, has hard time saying "Peoria" and if it's ice cream, says, "make mine vanilla."

The Voice



MUSIC—Music forms the bulk of all radio entertainment but because of its many types and methods of interpretation, its presentation in proper balance to the satisfaction of all listeners, is the constant aim of WMBD folks. Musical programs originating locally are submitted to exacting scrutiny to match, as far as possible, the perfection of the Columbia net-work artists also heard on WMBD.



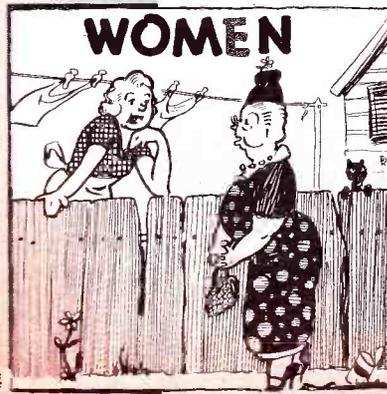
DRAMA—Only in recent years has drama attained the perfection which now places it among the leaders in radio entertainment. And this accomplishment is all the more amazing in view of the handicaps necessarily encountered. WMBD's dramatic department is headed by a veteran of stage, screen and radio and its casts are chosen from the city's most talented artists. In radio drama, the standard is perfection.



NEWS—WMBD is proud of its news programs but in the light of past progress in this all-important service, even greater achievements are in prospect. Six times daily WMBD listeners may hear the latest news of the world or their own locality in regularly scheduled periods. Through the facilities of its own United Press teletype machines, WMBD also offers bulletins of major news events as they occur.

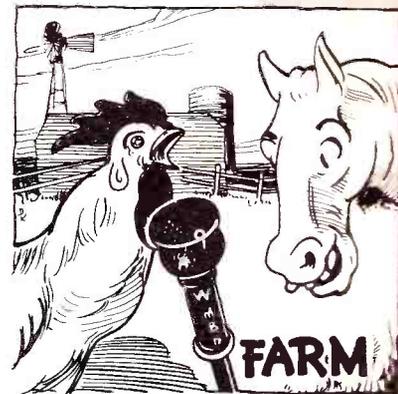


SERVICES—Much of the success of WMBD is attributed to its service programs presented not as entertainment but as an important facility in the daily routine of this community. Such services include the weather forecast, livestock market quotations, local news and police bulletins. Hundreds of listeners shape their day's activities to conform to the timely information available in these broadcasts.



WOMEN—Considering the extent of their activities in community welfare, the women deserve—and receive special attention in radio entertainment and service. WMBD devotes a large portion of its programs in this direction, co-operating in every venture of community interest. This in addition to its regular programs of style and beauty aids, cooking and household helps, and entertainment designed especially for "the fairer sex."

FARM—News and entertainment of special interest to listeners in the rural areas occupy an important place in WMBD's programs. General information and timely reports, available through a number of modern facilities are presented in the farmers' language by a real farmer. From an obscure position five years ago, WMBD's farm programs now consistently serve areas in six mid-western states.



SPECIAL EVENTS—Special events broadcasts not only provide novelty-interest but as they are in WMBD, they may be designed to provide a useful service. Portable short-wave equipment now makes it possible to broadcast from almost any conceivable location. With this facility, events of special community interest are broadcast, not only as they occur, but also direct from the scene of action.



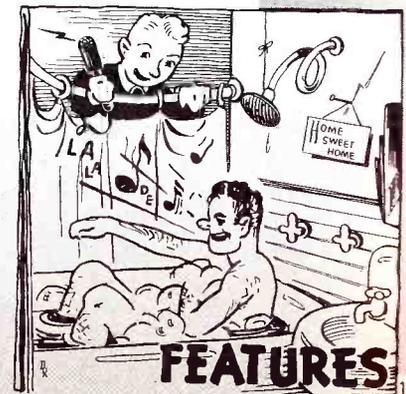
SPORTS—Keeping in mind, the multiple tastes of any radio audience, sports activities must necessarily occupy their share of prominence. Special wires supply latest results of sporting events while WMBD provides added spice with broadcasts direct from the fields on sporting events whenever possible and with timely interviews and discussions with leading figures, both national and local in the realm of sport.



JUVENILE—Amazing results in juvenile entertainment have been accomplished through patience and understanding and today WMBD listeners may hear programs such as the juvenile theater and choir, presenting young artists of exceptional talent. Several WMBD juveniles have gone on to professional achievements of national prominence. Programs for juvenile enjoyment form another important part of WMBD schedules.

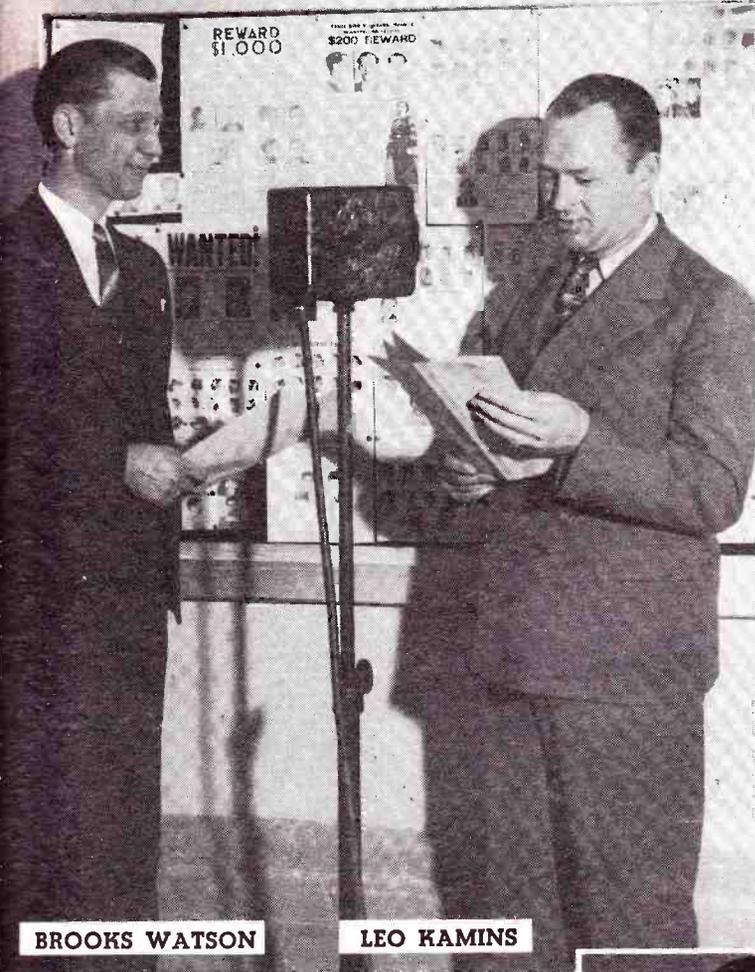


FEATURES—A wide variety of radio programs may be classified as features but WMBD has an enviable record in presenting unusual and original programs of this type. To list only a few examples would be impossible in this short space, but in general the features represent recognition and observance of every event of community interest, whether entertaining or educational.



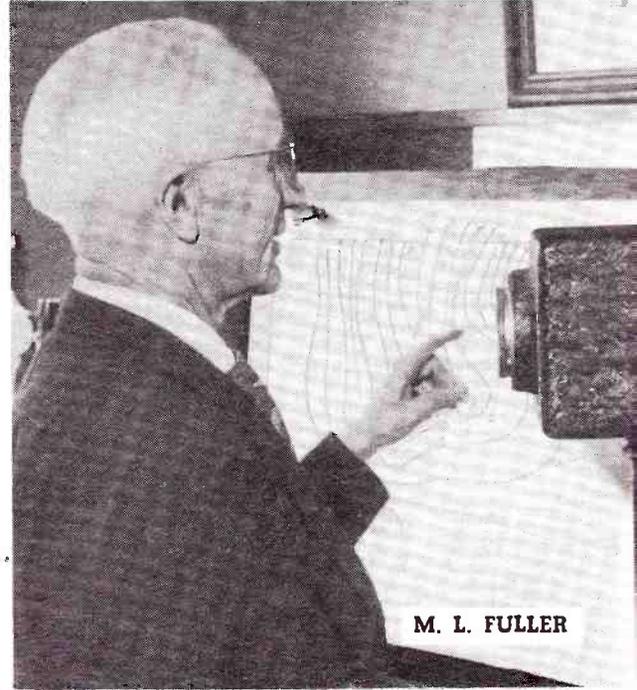
Services

WEATHER REPORTS . . . Authentic weather predictions are something more than a topic for conversation. Farmers and shippers depend on accurate weather information. Many others plan their activities to comply with the weather outlook. To be of service to all these, WMBD has arranged with M. L. Fuller, U. S. Meteorologist for weather-report broadcasts daily, direct from the local weather bureau.



BROOKS WATSON

LEO KAMINS



M. L. FULLER

POLICE BULLETINS . . . An innovation in radio service, the two periods of police news, broadcast direct from police headquarters, have proved a popular service on WMBD. Network commitments have necessitated curtailment of the police bulletins time to thrice weekly and Superintendent of Police Leo Kamins now shares the role as newscaster with Brooks Watson.



R. M. SHEPERDSON

LOCAL NEWS . . . As another gesture of service to residents of Peoria and this community, by arrangement with the Peoria Journal-Transcript, WMBD offers three regular week-day periods for local news broadcasts direct from the newspaper's editorial offices. Latest news of the community is presented on these periods by R. M. Sheperdson, veteran newspaperman.



BILLY HILL

LIVESTOCK MARKETS . . . Twice daily at timely periods, rural listeners of WMBD may hear latest livestock market reports presented direct from the Peoria Union Stockyards by Billy Hill, veteran hog salesman. These reports are supplemented by livestock and grain market reports at other cities, supplied by United Press and presented from the studios.

Entertainment



STARS OF TOMORROW . . .

The youthful artists in WMBD's Juvenile Theater deserve that promising sobriquet. "Graduates" from the "theater" include Billy and Bobby Mauch and Jackie Otten of screen fame. The theater cast includes, standing: Milton Budd, director; Jimmy Bickel, Jimmy Gent, Jack Tiemeyer, Dennis Lou Coffman (at mike), Myrlene Wabel, Margaret Ehrhart. Seated, Dale and Donald DeWitt, Dorothy June Ristic, Marjorie Burling, Herman Hampy (at piano), Joanne Snyder, Doris Ehrhart, Nelma June Dugan, Judith Ann McDuff, Marilyn Linden.

JUVENILE CHOIR . . . A new organization in WMBD's repertoire of juvenile programs. The trained voices of forty-five youngsters, all under sixteen years of age, blend in unusual harmony. At present the choir is heard only in conjunction with Juvenile Theater programs. Later, it plans to hold a spotlight all its own. Milton Budd directs; Hod Hiatt accompanies.



PEORIA RAMBLERS . . . Music of the prairies, by Delmar and Delbert Kelly, twins, Elmer Coulter and Henry Clay Rontt. Delbert plays mandola, Delmar, guitar, Elmer, base and "Hank," violin.

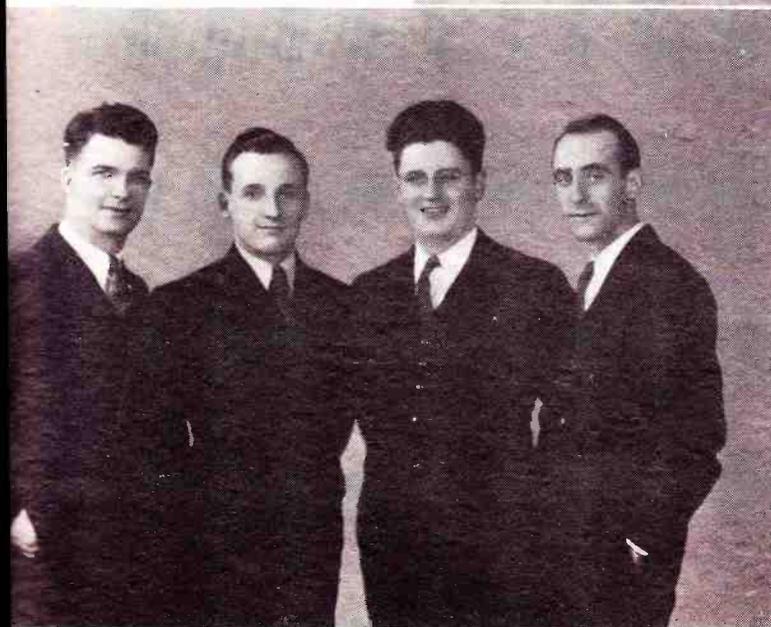


BUFFALO TRAILERS . . . Newly organized WMBD musical Thomas W. Maloney, Jr., accordion; Harold "Bud" Roberts, violin; "Blackie" Doss, guitar; Warren "Flash" Doss, base, mandola, banjo native Peorians.



MEN ON THE STREET . . .
 Now copied on many stations throughout the country, to Gomer Bath goes credit for originating the "Man on the Street" broadcast more than five years ago. It's conducted at present by Jack Brickhouse and Howard Dorsey, shown in the midst of a typical crowd at their daily sidewalk-interviews.

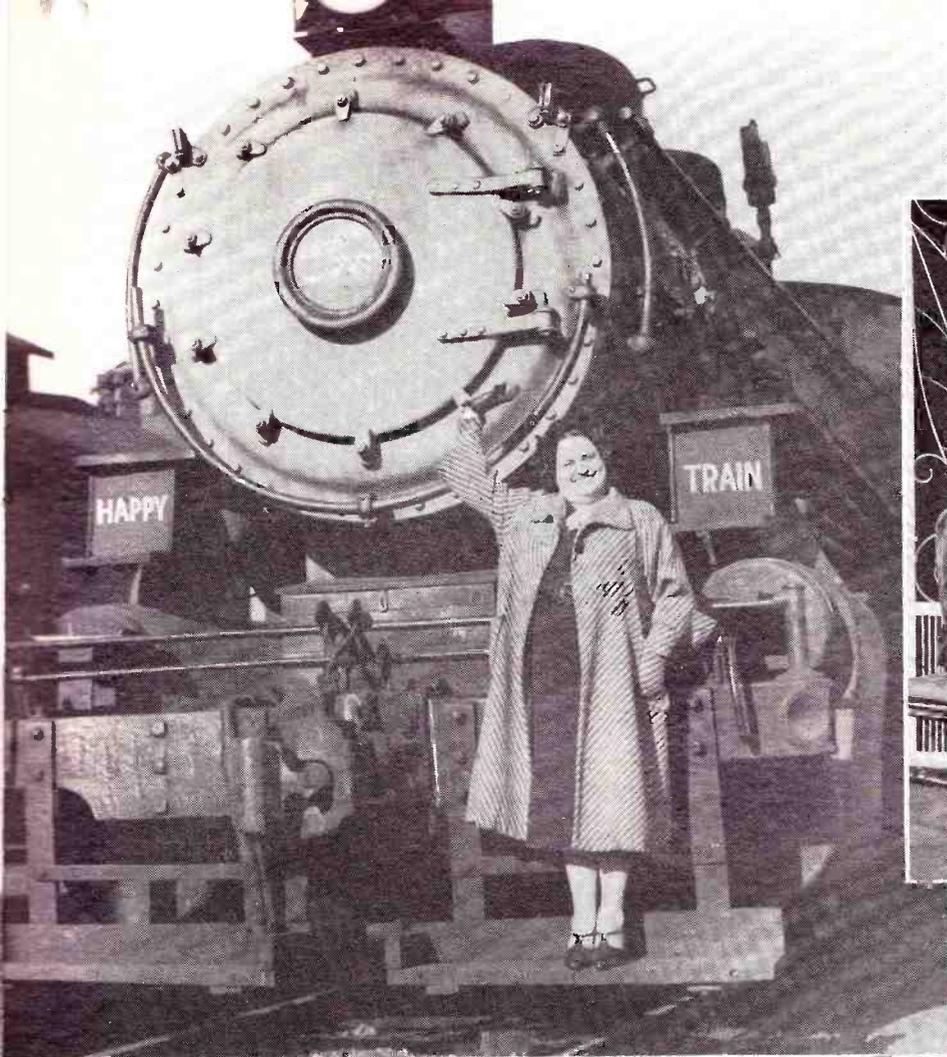
UNCLE BILL'S FUNNIES CLUB . . . Every Sunday morning at 8 o'clock Uncle Bill reads the funnies for WMED listeners. He's assisted by Aunt Hazel (Hazel Conrad) and the group of children shown in the accompanying photo, who read the parts of the funnies characters. Uncle Bill is Don Tolliver (center foreground).



TOWNSMEN QUARTET . . . Harmony in the modern version or in the unforgettable style of yesteryear. Paul Cooper, baritone; Ralph "Bud" Ellis, second tenor; George Haver, first tenor; Joseph Valentine, bass.



NEIGHBOR BOYS . . . Songs, old and new by Vernon, Larry and Louis Quiram of Varna, Ill. Vernon and Louis are cousins. Larry is a cousin.



HAPPY TRAIN . . . Cousin Reenie on her Happy Train on which she takes Central Illinois youngsters for a musical ride each week-day evening. Cousin Reenie (Irene Kircher) sings and plays and frolics with her kiddie passengers, with the help of Howard "Daddy" Dorsey. Miss Kircher is also heard in her own, program, "Irene's Grab Bag."

DOT AND MAYN . . . Otherwise, Mr. and Mrs. Maynard Myer, both of Eureka, Ill. Mrs. Myer was Dorothy Ludwig until the colorful wedding ceremony which highlighted the stage presentation of WMBD's Farm Festival on November 20. The marriage rites were broadcast.



PRAIRIE SOD BUSTERS . . . Maurice "Zeke" A violin, Robert "Bud" Miner, guitar; Raymond "Ray" R mandolin, Lillian "Half-pint" Lane, accordion. All Pe Specialize in western music.



HIS MAJESTY, THE BABY . . . New arrivals in E and vicinity receive rightful distinction in this novel pro originated by Milton Budd. Here he is shown broadcast direct from the nursery at Methodist hospital.



THE GOOD NEIGHBOR CALLS . . .

WMBD's radio innovation—broadcasts of regular weekly visits direct from the homes of residents of Peoria and vicinity. Howard Dorsey, "The Good Neighbor" makes a typical call at a Bradley College gathering. Herschel Norman, president of Theta Kappa Nu fraternity and Harriet Cook, president of Lambda Phi sorority are being interviewed.



SMLIN' JOE . . . Joe Lipke, his smile and his guitar.



FIGURES IN SPORT . . . Scores of personalities in the world of sport are brought to WMBD listeners by Jack Brickhouse, sportscaster. The photo shows Hal Smith, former Pittsburgh Pirate pitcher at left, Brickhouse and Walt Lochman, Kansas City sports announcer. Taken during an actual broadcast.



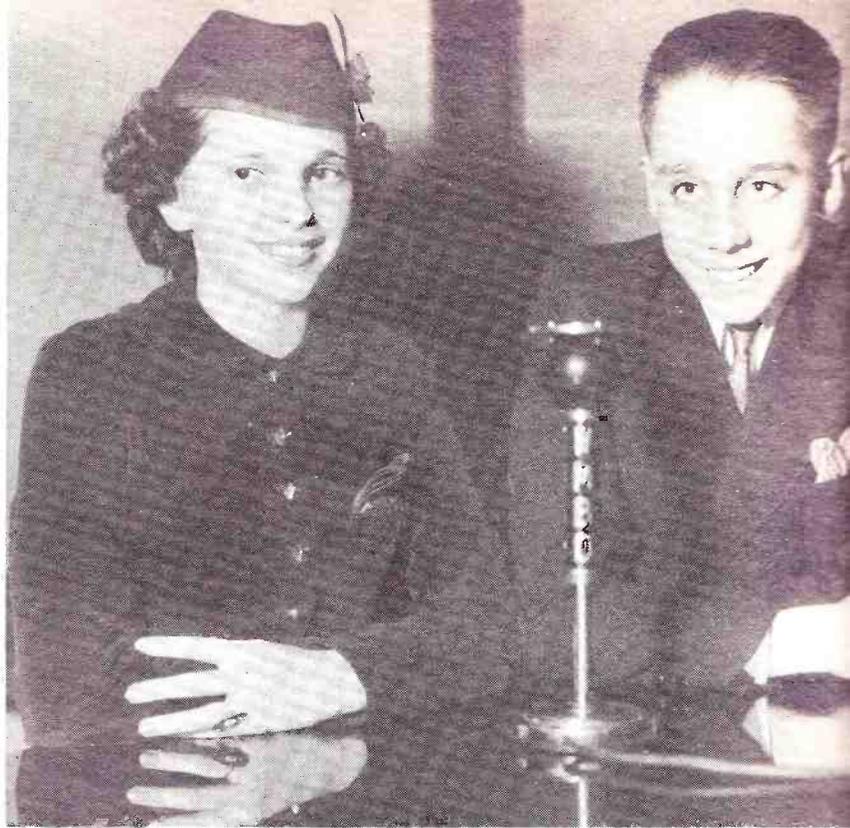
SUNBONNET SISTERS . . . Really sisters, Inez and Lucille Walbert of Pekin. Harmony duo.



PETTICOAT PARADE . . . Showing a typical group in WMBD's variety of broadcasts of particular interest to the "home-makers." Left to right, Josephine, Wetzler, announcer, Mrs. Frank Cole, chairman of Better Movies Committee, Peoria Women's Civic Federation, Mrs. William Goldsmith, chairman District No. 7, Parent-Teachers Association, Mrs. Joe Johnson, president Peoria County League of Women Voters, Jessica McFarland, director women's activities WMBD.



NEWCOMER . . . Connie Forde, new member of WMBD staff in women's department.



BUDDY AND ANNE . . . WMBD Juniors, Buddy Butler, Irish tenor and Anne Dooley, soprano. Both are graduates of Juvenile Theater now appearing in their own program.



DOWN ON THE FARM . . . When Emil "Farmer" Bill wants information for his farm program, he gets it at the source he knows best—from the farm. Here he is getting some data on the prize winning Holstein herd of Walter Taylor, Hanna City.



DRAMA . . . A typical group around the WMBD microphones at "drama time." Left to right, Bill Vickland, Eleanor Engels, Dorothy Deuell and F. R. Oakley. Others appearing frequently in dramatic skits are: George Basellion, Betty Laird, Deva Galvin and Lorraine Mueller, juvenile.

YODELING COWBOY . . . Roy King and his guitar and songs of the golden west.



VERSATILE . . . Dorothy Deuell, dramatic author and announcer. Miss Deuell is best known for her portrayals in dramatics, but she is equally capable in script writing and further demonstrates her versatility by handling announcer work when occasion demands.

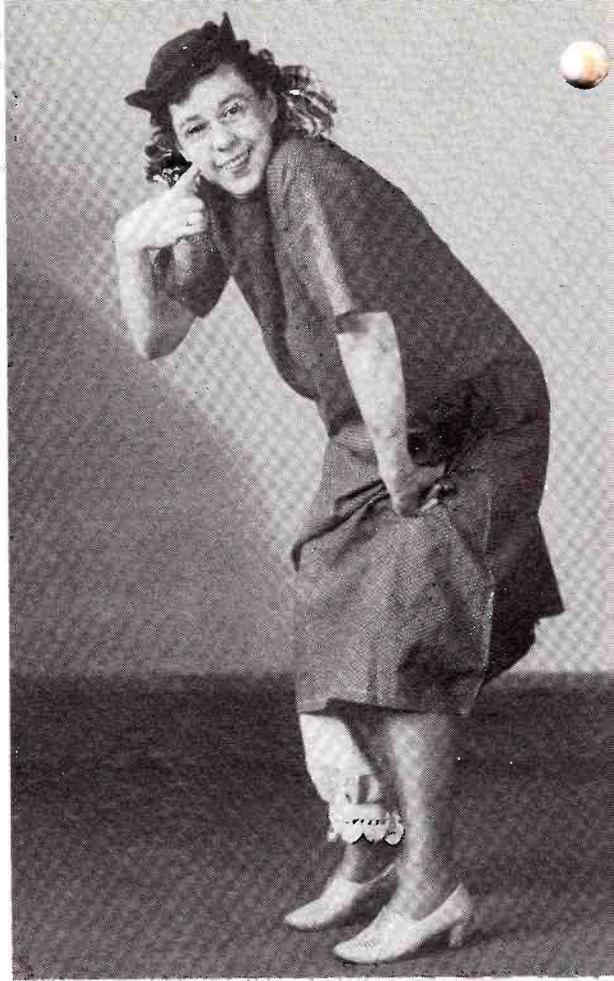
WMBD ARTISTS' BUREAU

Most of the artists appearing on WMBD programs are available for entertainment at conventions, schools, churches, lodges and private parties. A wide variety of talent to choose from, including vocalists, magicians, dancers, instrumentalists and musical organizations. Inquire WMBD Artists' Bureau.



RASHID SISTERS . . .

Harmony in an unusual blend. Al, Flo and Billy. Otherwise Alvey, Florence and Elizabeth—sisters. Reside in Kewanee, Ill.



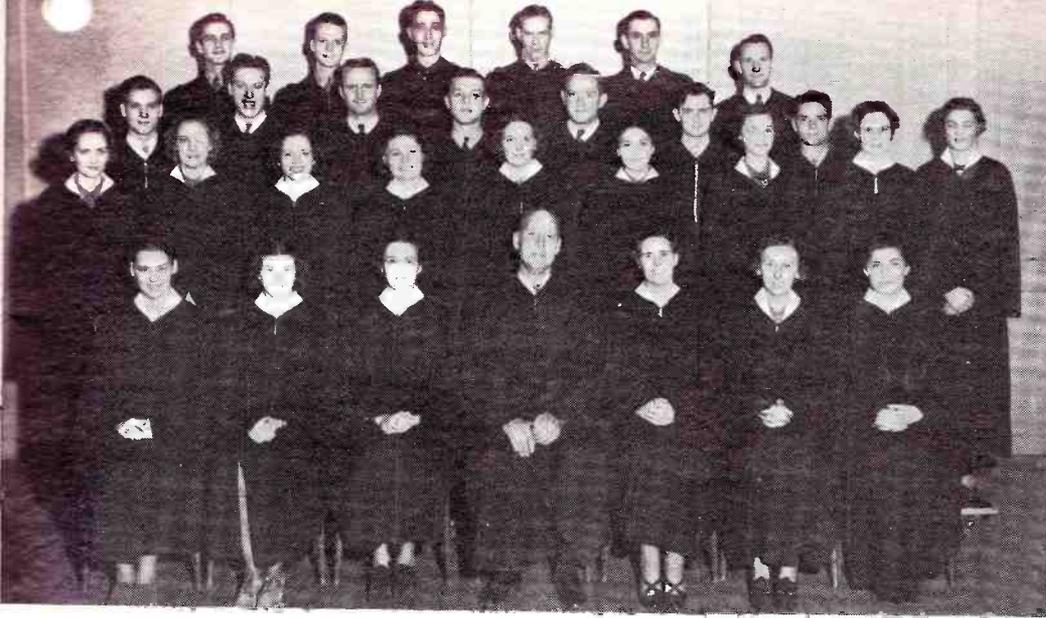
FLOSSIE FRYE . . . In private life, Miss Mildred Bliss, school teacher at Princeville, Ill. Flossie's picture tells her story. She can sing too.



FARM FESTIVAL . . . Each Saturday night, Farmer Bill ushers his Happy Family to WMBD microphones for a rollicking farm festival. When circumstances permit, the show is presented at the American Legion hall. That's Farmer Bill at extreme right; T. Timothy Throttlepuss at extreme left.



BRAIN TEASERS . . . Florence Pearson-Luedeke, left foreground, offers "catch-questions" to a hopeful contestant, while a studio gathering watches the fun. It's an original WMBD program and still high in popularity after almost two years on the air.



BRADLEY A CAPELLA CHOIR . . . New WMBD feature. Directed by Professor Cardon V. Burnham, Irma Briggs, accompanist. In group are: Helen Gorham, Marguerite Barnes, Jean Fry, Mr. Burnham, Carol Streibich, Harriet Jenson, Ester Porter, Irma Briggs, Dorothy Newlund, Helen Jean Waggoner, Clara Lasko, Jean Cravens, Louise Rauch, Leona Jones, Lula Sturm, Janet Reagan, Dale Freeburg, Glen Heldwell, James Gilmer, Jack Bourland, Howard Kellogg, Jr., Warren Brennenstall, Walter Waggoner, Bob Putnam, Bob Brown, Ed Pugh, Calvin Denikas, John Schaffer, Gerald Schwenk.



ONE MAN SHOW . . . Roy Evans, and plays. Can write a song about any Repertoire of 1,000 songs.



SUPERSTITIOUS . . . Harry "Tiny" Hill is superstitious about photos of his orchestra, heard frequently on WMBD. With each new photo, Harry has lost a member of his band. But here's "Tiny" himself, not afraid to be "lost."



BOB BLACK'S ORCHESTR . . . Bob Black and company in an unusual pose. The orchestra plays at Hotel Pere Marquette and is heard regularly on WMBD programs.



BONNY BLUE BELLES . . . Deane and Gail Howard, sisters. More properly, Deane Elaine and Delora Gail. They specialize in western favorites. They're graduates of Juvenile Theater. Gail plays the ukelele.



FIDDLIN' SLIM . . .
Paul "Slim" Hayes — versa-
tile violinist and comedian.



TWENTY FINGERS
. . . Jack Lyon (fore-
ground) and Howard
"Hod" Hiatt in a camera
study at the WMBD stu-
dio grands. When their
twenty fingers attack the
keys, the result is origi-
nality and harmony to
the "n'th" degree.



PAUL WELTON'S MUSIC . . .
A regular WMBD organiza-
tion. Paul
Welton, saxophone, leader; Hod Hiatt,
piano; Verne "Ace" Dinning, trumpet;
Wilfred "Wink" Wright, drums; Glen
"Davey" Davidson, saxophone, Hal Taft,
saxophone.



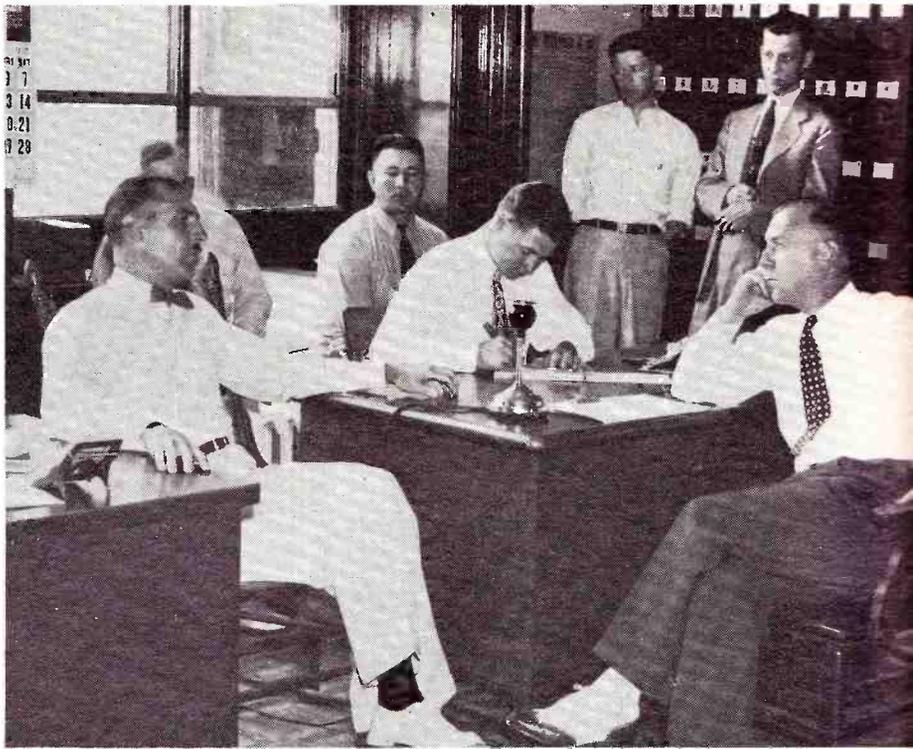
COWBOY'S SWEETHEART . . .
Thelma Jean Paugh, sings and plays cow-
boy songs. Member of Juvenile Theater.
Thirteen years old.



**VEST POCKET EDITION
OF SONG . . .** Dorothy
June Ristic, 9-year-old song-
stress. Dances, too. Appears
in Juvenile Theater and other
programs.

Special Events

INQUESTS ON THE AIR . . . Proceedings of an official coroner's inquest into a traffic death, one of WMBD's special events broadcasts. Dr. E. C. Burhans, left, is answering questions by Dr. Harold F. Diller, coroner. Brooks Watson, announcer is at right, rear.



SPORTS AFIELD . . . The thrills of football games in the Peoria area come to WMBD listeners through the capable play-by-play descriptions of Jack Brickhouse. In the press booth at Bradley field, Harvey Day, engineer (with headphones), Brickhouse, at microphone and Bill Neu, observer.



CIRCUS CLOWNS CAPER . . . Four WMBD staff members have fun watching the circus clowns and attempt to share their enjoyment with the listeners. The four displays of molars are presented by Bill Yess, Brooks Watson, Jack Brickhouse and Howard Dorsey.



RADIO GOES TO THE FAIR . . . Peoria's interest and participation in the annual Illinois State Fair at Springfield did not go unrecognized by WMBD. Special trailer studios were installed at the fair grounds with Howard Dorsey and Emil "Farmer" Bill on the job to relay every item of interest. They're shown above at their temporary studios.

BAND FESTIVAL . . . A. A. Harding, director of University of Illinois band, raised his baton to lead forty Illinois high school bands in massed concert at annual band festival, October 24. WMBD was on the job, and its listeners heard the inspiring music along with a vivid description of the unusual event by Milton Budd, foreground.



CELEBRITIES . . . When Dave Rubinoff, famous violinist, made a personal appearance for the Peoria Rotary club, he "guested" for WMBD folks, and was accompanied by his supporting artists, Jacques Fray and Mario Braggiotti, noted piano team and Maragaret Daum, Metropolitan Opera star. They are shown with Edgar Bill.

