

Radio Station
WMBD
PERSONALITIES



PEORIA, ILLINOIS

1 9 3 9

DEDICATION

"Count the noses" in this collection of WMBD "personalities" and you will make the discovery that almost 200 individual persons contribute locally to the 18 hours of broadcasting programs which are heard from "The Heart of Illinois" station each day and night.

Add to these the thousands of Columbia network entertainers and employees, and hundreds of musicians in orchestras, bands and choruses of every description and the scores of mechanical and technical contributors. Put them all together and there begins to take shape, a vague picture of the phenomenal extent of this infant industry known as radio.

And unlike any other industry, with the exception of the mechanical and technical departments, almost every one of this vast army of individuals—known only to the listeners as a name and a voice—is a definite personality. The listeners' impression has been formed entirely from his reaction to the inflections and tone qualities of a voice.

So it is proven that a voice can convey a smile or a frown or a tear; a voice can convey happiness or despair; energy or indifference; fear or courage; enthusiasm or fatigue—in fact, any one of the many human emotions. All of the characteristics of a certain voice, when assembled and analyzed, establish the "personality" of its owner—usually as accurately as a skilled psychologist might do with all available material at his command.

There may be additional, little interesting characteristics in the personality—hobbies, idiosyncracies, pastimes, habits and diversions which complete the analysis. There remains only the photographic likeness to complete the identification—and thus is born this Personalities Album—informal pictures of your radio friends at work and at play, disclosing those simple, little human qualities which aren't evident in their voices.

They'd like, if it were possible, to meet and become better acquainted with each individual listener—so as the "next best" gesture of sincere friendliness, they are pictorially "telling all" in this limited volume as an expression of their confidence in the philosophy that "a friend is someone who knows all about you and still likes you." To these unfailing friends . . . we dedicate this 1939 WMBD PERSONALITIES ALBUM.



NO. 1 PERSONALITY

Edgar L. Bill, president of the Peoria Broadcasting company and manager of WMBD. The smile which he displayed for the photographer while dictating an office memo, is the symbol of genuine friendliness so predominantly characteristic of all WMBD people and activities. A real fellow.

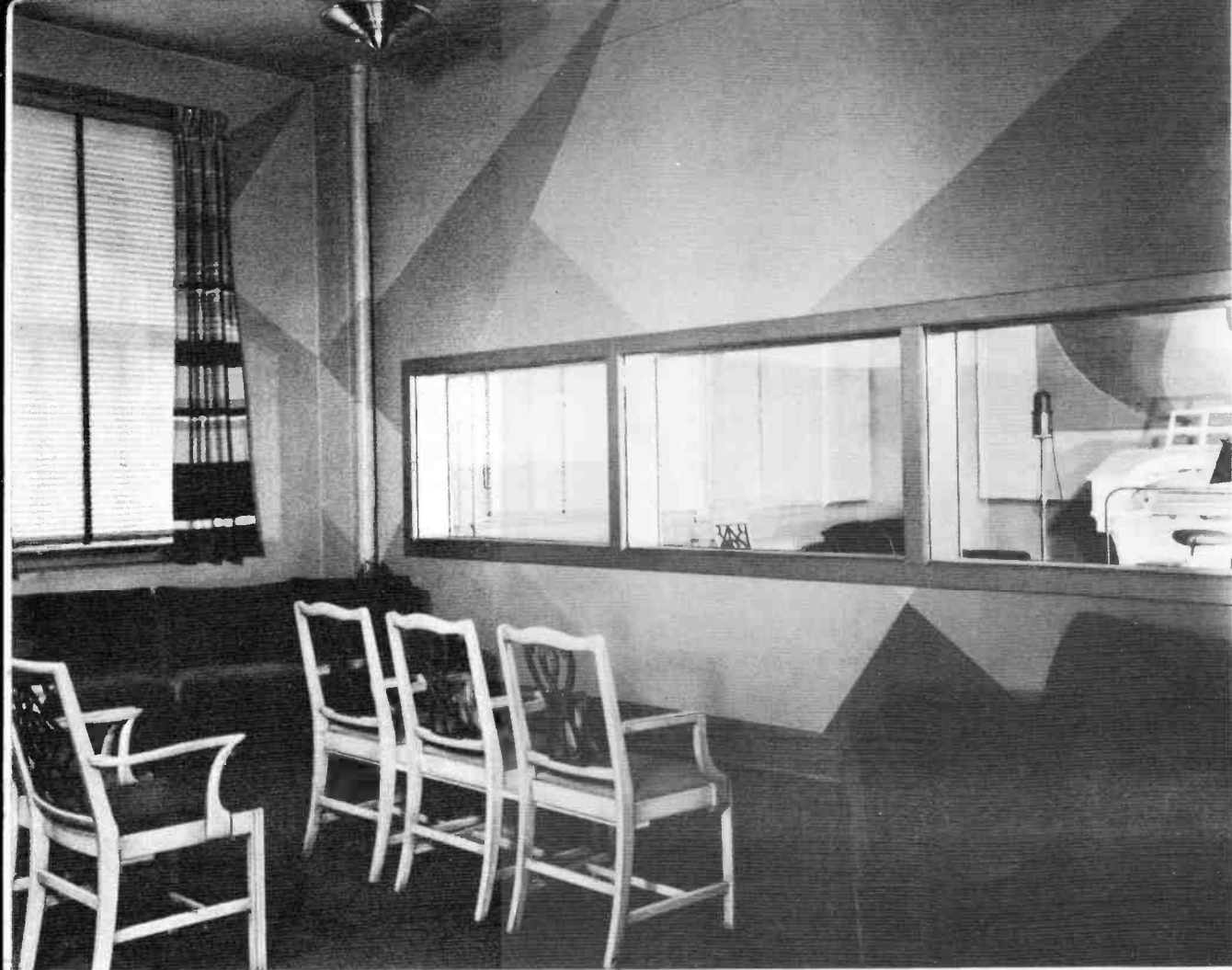
A MESSAGE

A whole year has passed since we first made your acquaintance from the pages of "Personalities". We value the new friendships that we made and we want to keep them. We also want to make new friends. Those are the reasons we're coming to you again from the pages of this book—not in our best "bib and tucker"—but just as we are, the plain, ordinary folks who like to work and play. Each year brings us an added sense of the big responsibility that is ours—to send into your homes the best in radio entertainment and service. If we have succeeded, we are happy—at any rate, we will always be striving—always recognizing that WMBD is your station, designed to serve you.

FIRST IMPRESSION

Visitors to the Alliance Life Building studios of WMBD, receive this first impression as they cross the threshold. Again, an infectious smile, a friendly greeting and an immediate absorption in the colorful but modest surroundings that beckon invitingly, "just make yourself at home, neighbor."





LEFT:

... The comfort and pleasure of its visitors are prime considerations to hosts such as WMBD. This luxurious reception room is the center of the answers. Soft, inviting davenports, comfortable chairs, deep rugs and a novel decorative scheme designed to concentrate the attention on the studio activities, visible through the thick glass panels.

BELOW RIGHT:

... This marble-walled corner, rich in color, yet simple and efficient, provides ready access to the studios, reception room and general offices. Photographs of perfection reveals the highlights and shadows which contribute their warmth to the WMBD practice of personally conducting each visitor.

BELOW LEFT:

... An inviting corner in station "B". Furnished in bleached hogany, decorated in blended shades of orchid and pink flowers with the glow of green pendant wall lights, this auxiliary studio provides the perfect atmosphere here so essential in conducting types of programs.





... Simplicity strikes the keynote in the beauty of this photographic study, also in "A" studio, where the multi-colored symbol of radio in its immense wall panel, beams down on the soft, old-ivory of the organ console. Filtered ceiling lights, trim, roomy davenport and chairs and the subdued decorations, combine to create an atmosphere to match the temperament of any type of program.

... One portion of "A" studio, showing the sharp lines of the grand pianos silhouetted against the soft-toned walls, with the symbolic organ grill towering majestically above its predecessor, an old-fashioned reed organ.





HIGHJINKS and tomfoolery are the specialties of this character pair, T. Timothy Throttlepuss and Grandpa Jack who cavort and connive for the entertainment of Barn Dance audiences. Grandpa Jack is wary of cameras.

CHARMING sisters, the Rashids, but not triplets. Left to right, Florence, Alvey and Elizabeth, professionally "Al, Flo and Billie". Between studio appearances and rehearsals, they spend their time industriously, sewing.



THOUGHTFULLY reflecting a forthcoming program, Harry Walters, whistling baritone, dreams dreamily on his pipe while the photographer gets into action. Harry's theme song, "Whistle and Blow Your Blues Away" is his own credo.



TOP-FLIGHT tenor, Maurice Warner, native of Adair, Ill., now residing in Peoria. Studied extensively abroad; married Lilya Dietsch, now sojourning in native Switzerland. Maurice creates continuity for his own programs.

ET, "slip of a girl" is Evelyn Graham, possessing a matching singing
 She began her radio career in the juvenile theater, now appears
 ntly as featured vocalist. But her real ambition is a husband and



OW:
EXCEPTIONALLY versatile Earl Neal.
 guitar, bass piano, vibraphone
 trumpet. Writes and arranges mu-
 is expert machinist. Built his own
 nding apparatus. Possesses intri-
 g smile, friendly voice. Sing's fal-
 o.



RIGHT:
PERSEVERANCE put the Peoria Ram-
 blers in their chaps and sombreros.
 They've been playing together for
 many years. Elmer Coulter, base;
 Henry Routt, violin; Del and Delmer
 Kelly, twins, mandola and guitar.



CUMBERSOME bass violins are taken in stride by even-tempered George
 Cobb of the studio orchestra, in fact, he even smiles here for the photog-
 rapher. George plays the violin, too, and practices two hours every day,
 regularly.

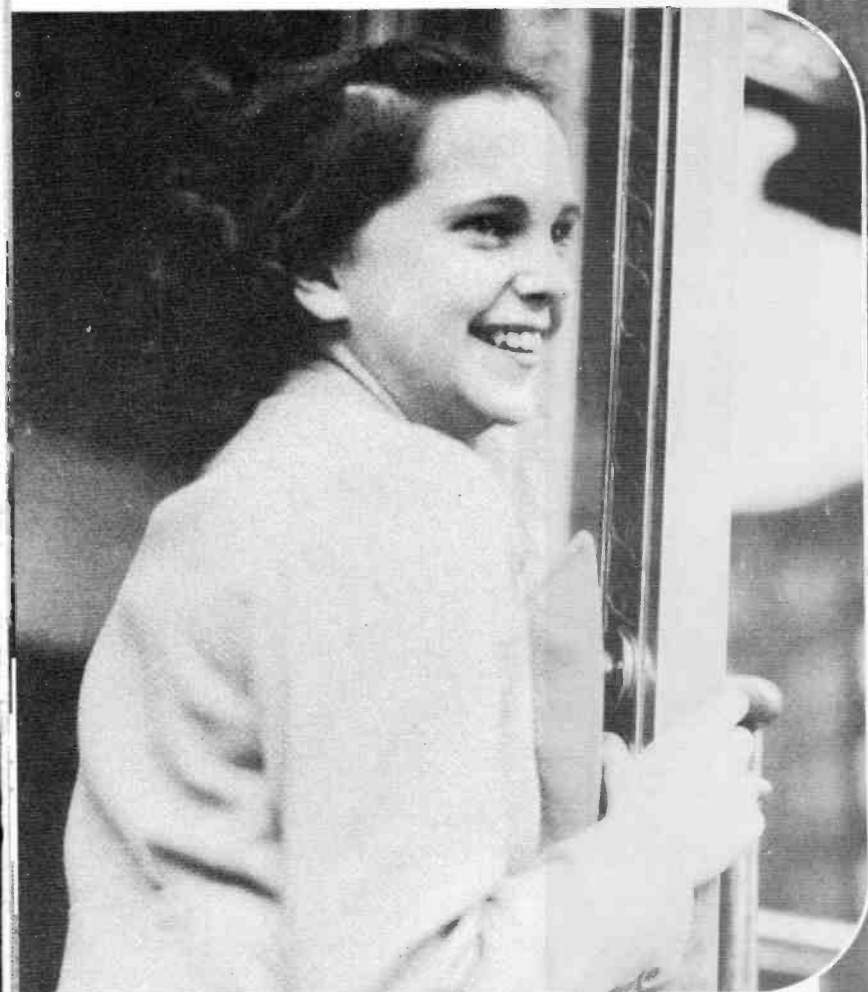


RIGHT:
VIEWING Peoria's skyline from the wind-swept top of the Alliance Life building, Deane and Gail Howard, better known as "The Bonnie Blue Belles" of song. They specialize in soft dreamy harmony—the old favorite tunes.

BELOW:
LEADING Lady of Lyrics, otherwise Miss Ann Dooley, 17 years of loveliness. That sparkling smile which she displayed for the photographer, is borne of the same vitality and genuineness which mark her rich soprano voice.



HAPPY family would more correctly title this photo of "Dot and Mayn" and Maynard Jr. In private life, Mr. and Mrs. Maynard Myers of Eureka, Ill. They sing and play for Barn Dance audiences. Baby Mayn is undecided.

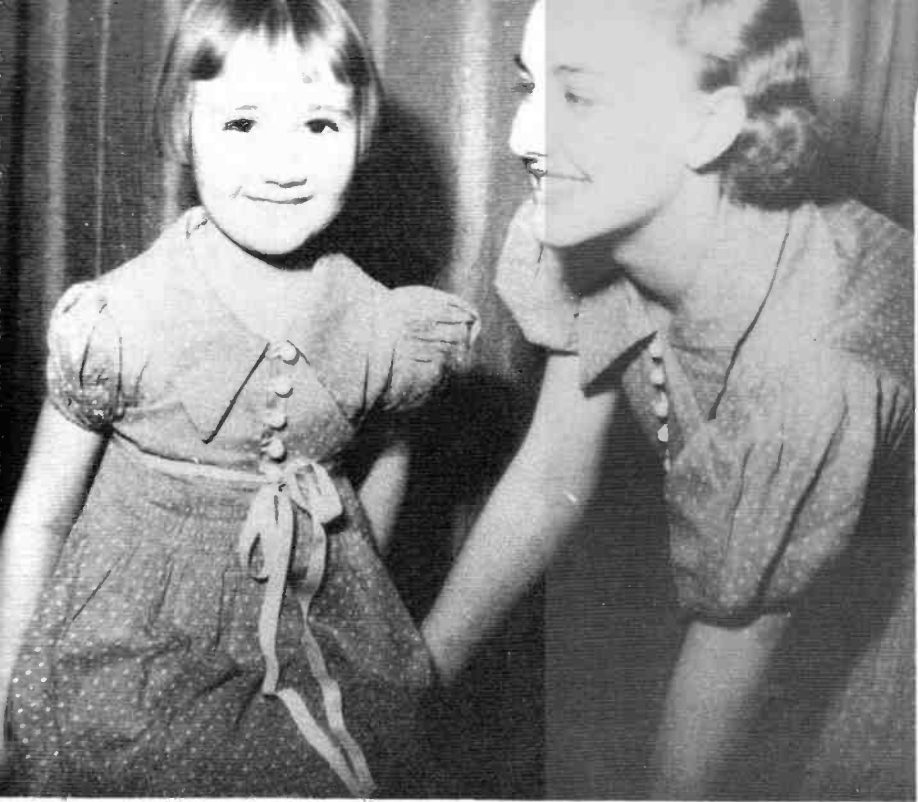


DISPLAYING the smile that defies science and actually is "heard" whenever Polly of the Range sings and plays her colorful old-timers. Her \$7 guitar, only one she ever owned, she affectionately calls her "rumstrum." Her name, Pauline Arnold.



TWILIGHT is the word, from his theme song "Twilight on the Trail" which Walter Hill was whipping into the microphone when the camera snapped. Walter resides in Canton, Ill. He has appeared on WMBD for several years.





ABOVE:
LONGEST radio performer is Nyda Brown who with sister Darlene, of Astoria, Ill., comprise the team "May and December," heard frequently on Barn Dance programs. Nyda sings alto and yodels. Darlene plays the guitar.

ABOVE RIGHT:
HAT the well-dressed saxophone player should wear, modelled by Paul Welton, studio orchestra leader. Three saxophones and a pair of clarinets. He's master of them all. He also plays the flute, clarinet and arranges. WMBD'S Musical Director.

BELOW RIGHT:
WESTERN, popular or classic. It makes no difference to the Buffalo Trailers. If it's music, they'll play it or sing it, and well, too. Howard "Froggie" Mattson, base; Earl "Slim" Herron, accordion; Glenn "Blackie" Doss and Warren "Flash" Doss, violin and mandola.

BELOW:
HARMONICAS in any style are Gene O'Connor's forte. He's shown here coaxing a tune out of a foot or so of "mouth organ." He performs regularly for Saturday Night Barn Dance audiences and always plays with his feet rolled.





DRAMATIC groups such as this enact the radio plays of WMBD's Century theater. Back row, left to right, Keith Jameson, Franklin Souder, Don Bramlege and Harry Budd. Front, Lee Eyrse, Bette McGlasson, Eleanor Engle and Guy Beech.

JUDGING by the gleam in her eyes, Flossie Frye, otherwise Mildred Bliss, Princeville, Ill., school teacher, has a crush on a new boy friend. Her pantomime and monologues entertain Saturday Night Barn Dance fans.

MARRIAGE couldn't overshadow Bonnie Lee's thrill in appearing before a microphone although it did curtail her appearances. She sings and plays the western favorites. In private life, she's Mrs. Irma Mayhall of Peoria.



MINSTRELSY with a capital "M" pours from the mouths of this quartet of end-men, performers in the new radio minstrel series. Left to right are "Ducks" Bill, "Chimes" Sexton, "Red" Budd and "Curley" Eyrse. Yeh man!





EARLY morning listeners are entertained by The Sodbusters, "Half-Pint," "Zeke," "Toughy" and "Bud," or Lillian Lane, accordion; Maurice Abbott, violin; Howard Platt, bass; and Robert Miner, guitar. They sing and play.



BARITONE Ray Olson whose deep, rich voice enhances the musical highlights of several programs. His initial ambition pointed toward the trap drums but his mounting success as a vocalist may alter the picture.



SOMEWHERE in the heart of Roy King, the "Yodeling Cowboy," there's a sincere yearning for the life of the prairies. He wears western costumes with ease, sings western songs with feeling. Travels westward each fall.



UNCLE BILL'S Funnies Club. Back row, Opal Traynor, Joanne Wetzler, Lucille Petterson. Standing, Don Tolliver, Don Lohr, Hazel Conrad. Front, Donald DeWitt, Martha Willett, Shelton Shuster, Kathrine Lee Earle. Bottom, Dale DeWitt, Danny Silverman.



MAGNETIC attraction brings Lorraine of "J and Lorraine" back to WMBD microphones. This is another reason, too—it's her husband, organist Jack Lyon. Until her marriage, she was a Joliet newspaperwoman.

DRESSING room secrets come to light in this pre-minstrel show candid. Milton Budd and Emil Bill apply burnt cork, Ray Olson and Jack Borland, soloists, look on, while Lee Eyrse and Irene "Aunt Jemimah" Kircher check their make-up.



RIGHTFULLY claiming title as "The Man of a Thousand Songs," Roy Evans, native of Wyoming, Ill., possesses a seemingly unlimited repertoire. He sings and plays entirely from memory. Calls himself "The Singin' Piano Man."

INTRICATE yodeling novelties have made Barn Dance favorites of Ruth, 15 and Joan E. Attig, 13. Ruth plays guitar. They live on a farm near Eureka, Ill., and practice synchronization by playing double-time "pat-a-cake."



QUIET, unassuming and reliable, describes Hod Hiatt, piano, organ and vibraphone artist. Taught himself in each instance and is quite proficient. He's shown here removing a program folder of music from his locker.

STARS OF THE JUVENILE THEATER



Hazel Forde as Mrs. De Van Splitz



Dale, Donald and Dad DeWitt



Thelma Jean Paugh



Harold Wright



Charles "Tiny" Timm



Betsy Ross



Joann Snyder



Jimmy Gent



Marilyn Linden



Myrlene Wabel



Dorothy June Ristic



Doris Ehrhart



Nelma June Duggan



Marjorie Burling



Jimmie Bickel



Judith Ann McDuff



Margaret Ehrhart



Jean Power

REGULAR SERVICE FEATURES



LEO F. KAMINS, Superintendent of Police (seated) and Sergeant George M. Karl, who broadcast each Saturday direct from police headquarters.



DR. SUMNER M. MILLER, Commissioner of Health, discusses the city's health and offers suggestions in regular weekly appearances in regular weekly appearances on WMBD microphones.



REV. WALTER L. WILSON, pastor of Grace Lutheran church, outlines regular services and special services and meetings for various religious groups. Heard each Saturday.



R. M. SHEPERDSON, Peoria Journal-Transcript radio editor, whose summaries of local news are heard thrice daily direct from the J-T editorial rooms.



M. L. FULLER, government meteorologist, studying a weather map, preparatory to one of his two daily weather forecasts. Thousands of WMBD listeners depend on this regular service.



BILLY HILL, veteran hog salesman, emerges from a stock-yard pen, heard from his office microphone and gives WMBD listeners 2 daily livestock market reports.



ANNOUNCER Milton Budd. Slipping into formal attire for one of his many appearances as master of ceremonies. Likes to sing, clown and invent puns.

CHIEF ANNOUNCER Harry Luedeke. Veteran of station staff. Hobbies in photography. Listens attentively to almost every WMBD radio presentation.



BLUES SINGER Irene Kircher. Flashing her best smile through a studio sounds effects door. As Cousin Reenie, her singing and playing delight the kiddies on "Happy Train."



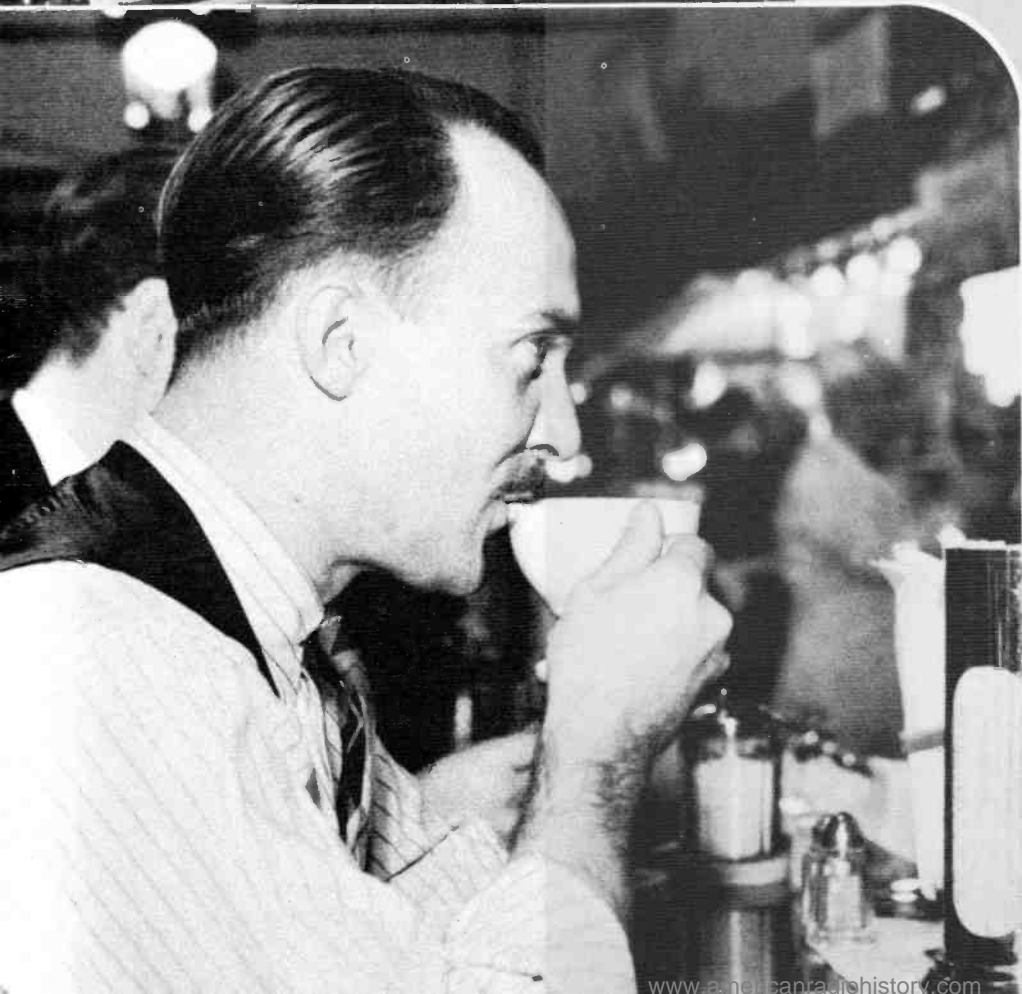
ANNOUNCER Hal Hubert. Not so much pride in his mustache as photo indicates. Announces, writes and produces. Previous experience in Detroit, Cleveland.

PRODUCER Jack Sexton. Born in family of actors. Left stage to begin new career in radio. Here he listens to a rehearsal and directs. Also announces.



AUTHORESS Sidney Baldwin. Genuine camel bells, for which her twice-weekly program is named, appear in photo. Always stands at mike, speaks ad lib.





ABOVE:

CONTINUITY Writer Connie Forde. Not the "jitter-bug" photo indicates. Trained for stage, experienced in advertising. Sympathetic, charitable.

ABOVE LEFT:

POETESS Josephine Wetzler. Former newspaperwoman. Glows with genuine friendliness and understanding. Scotch ancestry. Writes continuity.

LEFT:

ANNOUNCER Howard Dorsey. Finds "lift" and inspiration in occasional cup of coffee. Best known for infectious laugh. Wants to be serious.



FARM Editor Emil Bill. "Farmer" Bill is no misnomer. Visits Central Illinois farms daily. Reads extensively, especially poetry. Has extensive library.

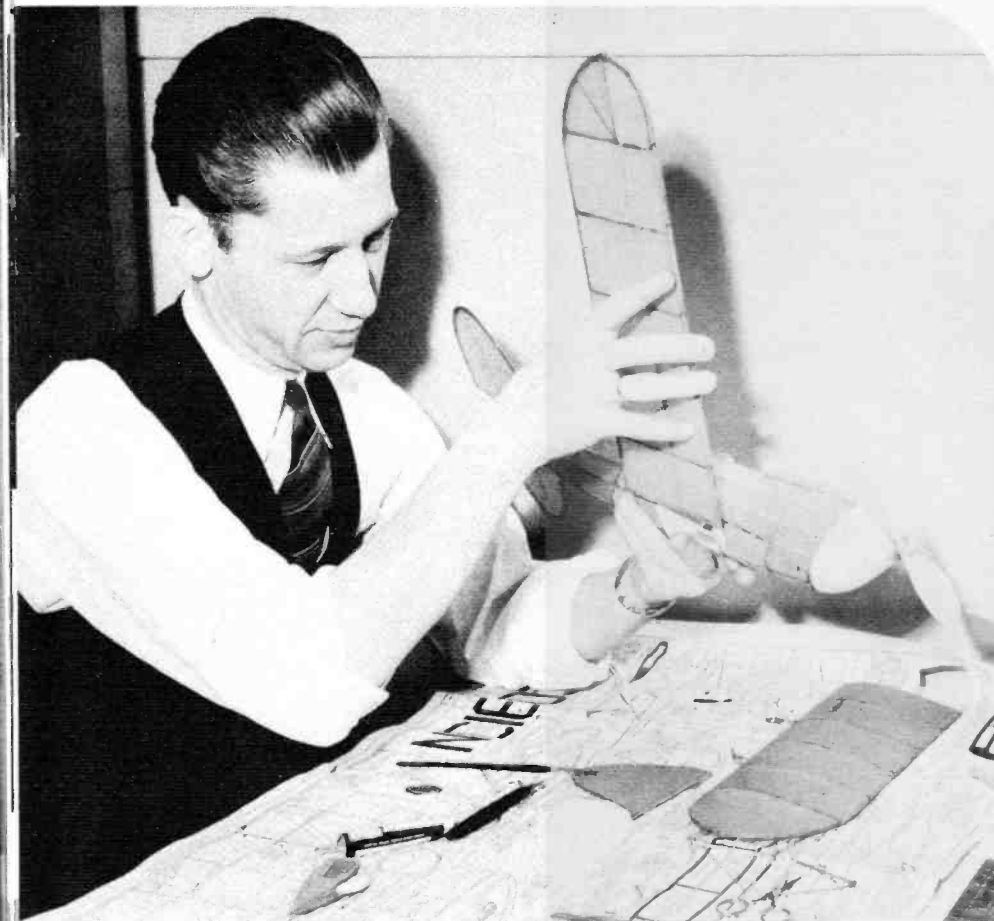


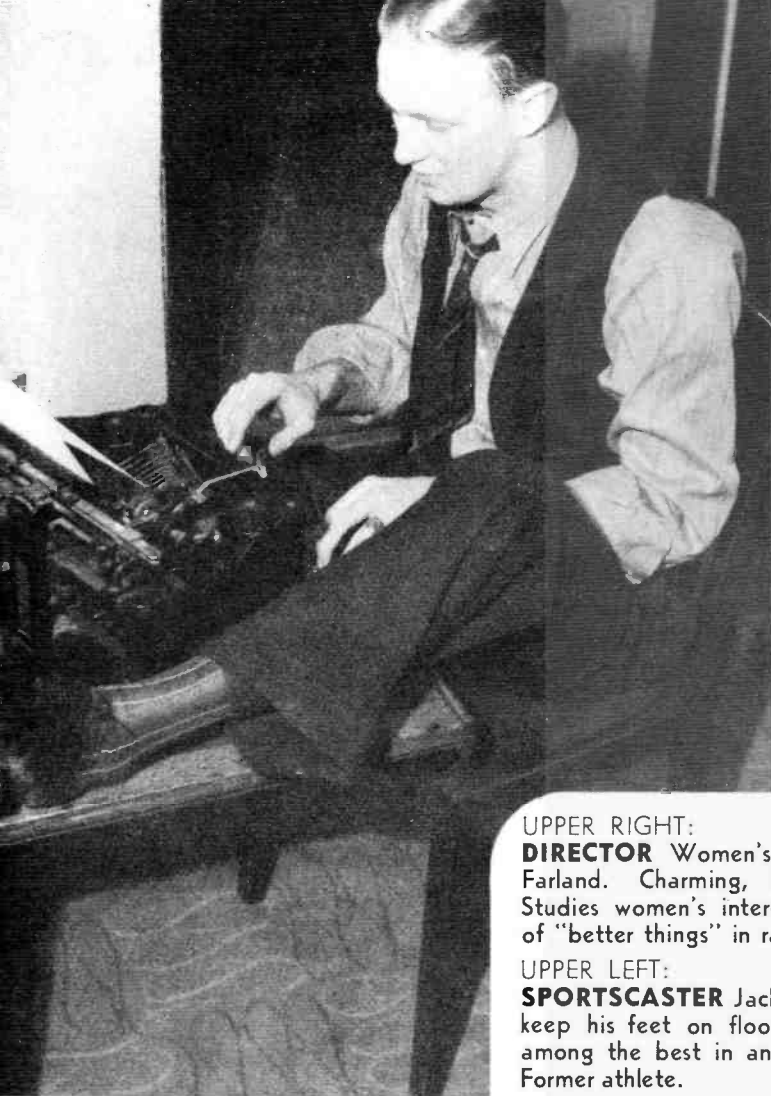
ORGANIST, Pianist Jack Lyon. Proper John Bates Lyon, III., and his terrier Sookie, who is anticipating a choice morsel in his master's clenched hand.

LEFT:

ANNOUNCER Brooks Watson. Specializes in news, produces barn dance. Tries to play organ and piano. Relaxes by building model airplanes.

UTILITY Man Don Tolliver. Divides his time between announcing, office duties, conducting Funnies Club and drawing as he's shown in photograph.





UPPER RIGHT:

DIRECTOR Women's Activities Jessica McFarland. Charming, brilliant and obliging. Studies women's interests. Faithful exponent of "better things" in radio.

UPPER LEFT:

SPORTSCASTER Jack Brickhouse. Can't even keep his feet on floor when writing. Rated among the best in announcing sports events. Former athlete.



LOWER RIGHT:

PROGRAM Director Harold Bean. Knows all the answers in radio programs. Eats peanuts to aid in concentration. A typical pose, bent before a speaker.

LOWER LEFT:

COMMENTATOR Gomer Bath. Other duties. The "No" man in radio. Polices broadcast material with uncanny understanding and foresight to establish WMBD station policy as leader in nation.



PRIVATE





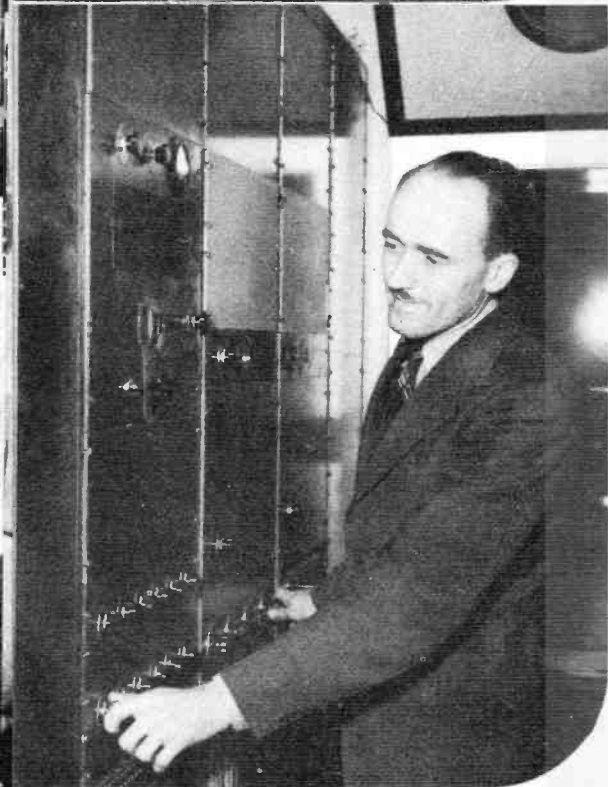
RIGHT:

Robert W. Connor consults a blue-print in checking the intricate wiring of a speech input panel. Bob is a technical man in the engineering crew.



LEFT:

Chief Engineer T. A. "Ted" Giles on whose broad shoulders rests the responsibility for operation and maintenance of all technical equipment.



LEFT:

Ray Noll demonstrates another in the numerous duties of engineering department members. Here he ponders a meter reading at a studio control panel.



RIGHT:

Harold McDuff, veteran member of the engineering department, holding a rectifier tube about to enter the specially-guarded rectifier rack.



LEFT:

Harvey Day, engineering department, "holds a level" from his sound-proof booth on the stage at the American Legion Hall, WMBD barn dance program.



RIGHT:

Harry McCormick of the engineering department, poses at a control panel on WMBD's 5 k.w. transmitter at the station on the Pekin road.



RIGHT:

Frank Higgins, sliding rule in hand, computes some technical data to add to the engineering department record. The scene is at the transmitter.



LEFT:

Oliver Mackley and more control panels policed by the engineering department. This one operates the sound equipment for Legion hall stage shows.



RIGHT:

Ralph Batt, newest member of the engineering department, emerges from the lettered door to the technical quarters. Ralph hails from Dundee, Ill.



LEFT:

Lee Elton shows another engineering department studio function, that of operating electric turntables (at right) and mike panels, at the rear.



RIGHT:

Herschel Nolan, studio and office maintenance.



LEFT:

Albert Giles, custodian transmitter building.



RIGHT:

Witty C. Russell Ehresman, pauses in the midst of a telephone call to a client to smile for the photographer. Thinks work is fun and so is fun.



LEFT:

Frequent traveler, Commercial Manager Charles C. Caley, smiles expectantly as he packs his brief case. Recognized as one of youngest sales executives in the country.



RIGHT:

Reserved A. W. Triggs, newest member of sales staff. "A" stands for Alpheus. Calls himself "Al". Former New Yorker. Likes Peoria better.



LEFT:

Persevering Frank C. Schroeder, jr., the idealist of the sales department. Even-tempered, deep thinker (see photo) trying to hobby in photography.



RIGHT:

Genial Ralph Ehresman, sales department, a veteran of the staff and the kind of smiling, friendly fellow his photograph plainly indicates.



LEFT:

Dynamic Florence Pearson Luedeke, works with her coat on to save time. Only woman on sales staff. Pleasant, hard-working; writes, announces.



LEFT:
The "angelic" gleam in Fern Porter's eyes, doesn't quite match the blue pencil she manipulates in keeping order in the continuity department.



If it's information, ask Evelyn Wagner, telephone operator and receptionist. Keeps a record of every phone or personal call—and still smiles.



Born on a farm, Martha Wunderle, sales department secretary, likes the rural atmosphere even at work. She can imitate farm animals, mooo —!



beginning of all radio programs—the month schedule book, which is presided over by Josephine Idle. Each period is booked in advance.



Every line of published material about WMBD or its staff, is carefully preserved in this huge scrap book, held by Eileen McAvoy, phone operator.



ABOVE:
That important function of "keeping books" is taken in stride by Richard Bachman. "Dick" commutes daily from his home in Morton, Ill.

LEFT:
BUSINESS MANAGER Paul G. Scherer pauses for a backward glance before entering the grilled door to his office. Affectionately known as "Red".



PUBLIC SERVICE

Along with entertainment and education as collective leading factors comprising the function of radio, another element has forged to the front to claim attention—an element which removes the last vestige of doubt as to the indispensable value of this modern means of communication.

That factor, possibly the greatest component part of radio, is public service. Meaning, just as its name implies, the part radio can and does play in contributing to the general welfare of the community. It runs a gamut of possibilities from such a simple but important service as supplying the correct time and temperature to major contributions such as that given by WMBD during 1938's disastrous tornado at South Pekin.

And this demonstration, possibly more than any other, strikes the keynote of the WMBD public service policy—a policy which has already won nation-wide acclaim. A policy which is dictated by only one thought—that of giving the fullest consideration to any idea or endeavor which will contribute to the welfare of the listeners.

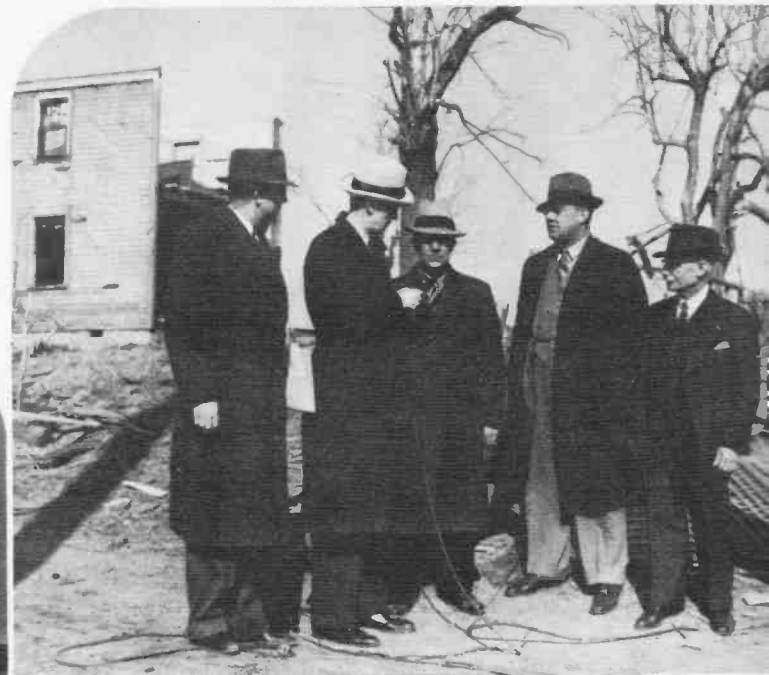
To list all of the public service enterprises which have been borne out of WMBD's policy would require more space than is permitted in these limited pages. To enumerate a few may emphasize the fact that some of the radio services we now take for granted, actually are the results of well-planned endeavors to give the listeners, not a few but all of the possibilities for making their lives broader, fuller and more decisive.

Thousands of listeners determine their daily routines from WMBD's two early-morning weather forecasts; the schedule of 7 regular daily newscasts; weekly chats by the city's health commissioner; daily livestock market reports; weekly talks by the superintendent of police; weekly summaries of forthcoming religious activities—all these and many others comprise the regular routine of public services.

But the policy goes far beyond that. It gives listeners an opportunity through its Seriously Speaking program, to listen or take part in a weekly discussion of a topic of general importance to the community; it gives unemployed men a chance to make the widest possible appeal for a job; it sets up an emergency communication system as it did after the South Pekin tornado; it sends an announcer from coast to coast to keep listeners apprised of the destinies of a championship basketball team; it opens its facilities freely to both proponents and opponents when a question of general community interest is involved; it encourages, also without charge, representation of all denominations in Sunday religious services.

In another category it zealously guards its facilities from the enthusiasm of propagandists; it stalks insincerity and untruths in any material, and in general, maintains a strict adherence to a simple rule that the listeners' rights are supreme. That's WMBD's public service policy.

With the attention of the entire mid-west centered on the outcome of the trial of James Crabb, son of a Delavan, Ill., banker in connection with the fatal shooting of his young wife, WMBD recognized the need of a quick, reliable public service. Here's Gomer Bath, news commentator, reporting the progress of the trial direct from the news room adjoining the court chamber in Pekin, Ill.



When a disastrous tornado swept the village of South Pekin, Ill., March 30, 1938, claiming 9 lives and causing \$1,500,000 damage, WMBD microphones were on the job—first to direct and aid relief work, later to bring listeners a graphic picture of the tragedy. Announcer Jack Brickhouse is interviewing State's Attorney L. Dunkelberg, South Pekin's Mayor S. C. Draper, Superintendent of Schools Tim Atterbury and Dr. Sandor Horwitz, state health officer.





Among the many women prominent in the business world to appear before WMBD microphones was Miss Imagine McCaig, advertising manager for a large jewelry company, shown here with Jessica McFarland, left, and William Kinsall, former president of the Peoria Advertising and Selling Club.



Peoria's police department introduced radio equipment in its mounted police patrol. WMBD staged a dramatic demonstration of the installation. In the photo are Supt. of Police Leo Kamins, Radio Lieutenant Harry Mackley, Announcer Howard Dorsey, Traffic Lieutenant William Lytell and Traffic Officer William Echols.



When Havana, Ill., sought promotion of its annual watermelon day, it launched this "off the rind" party in WMBD studios. The air audience heard, now it can "see".



Another grab in the watermelon feast. Milton Budd feeding Jessica McFarland behind rubberized piano cover; Martha Wunderle in overalls; Paul Welton in inverted raincoat just swallowed a seed.

RIGHT:
During the installation of WMBD's studio organ, Edward Higgins, organ expert and Jack Lyon, organist, pose with the largest and smallest pipes in the loft.

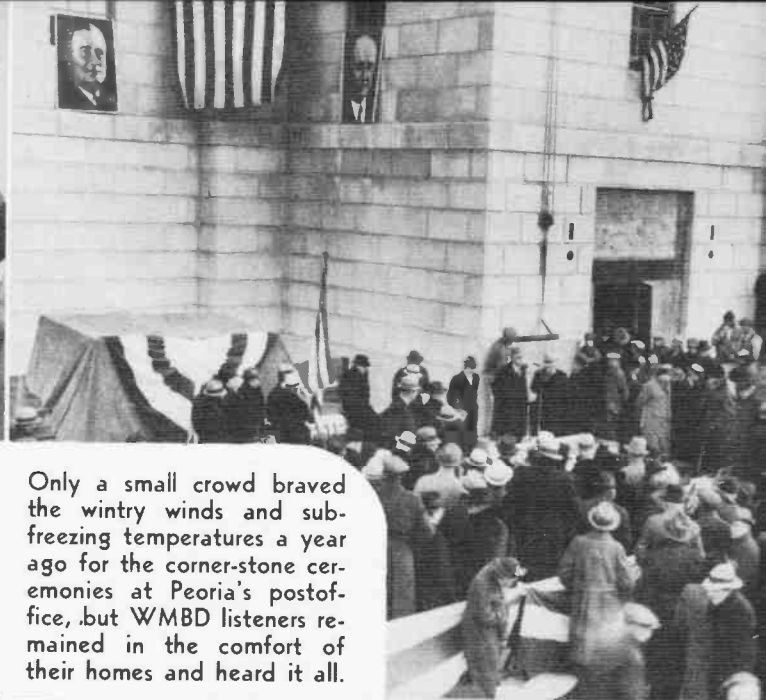


EXTREME RIGHT:
Winner in a popularity contest, off to Hollywood for an extended visit went Dorothy June Ristic, shown here with sister Helen, waving "good-bye" from the "Rocket".





All the color and dignity attending the dedication of Peoria's new \$1,000,000 postoffice, was carried to WMBD listeners. The photo shows the array of distinguished guests and speakers.



Only a small crowd braved the wintry winds and sub-freezing temperatures a year ago for the corner-stone ceremonies at Peoria's postoffice, but WMBD listeners remained in the comfort of their homes and heard it all.



Scores of famous orchestras, appearing in Peoria, broadcast their programs through WMBD, among them Horace Heidt, shown in this photo before an admiring throng at the Inglaterra ball room.



A studio scene during WMBD's 1938 rededication of its new modernized and redecorated studios. At right are Past Commander George Heinrich of American Legion; Mayor Dave McCluggage and Judge Francis Vonachen. Paul Welton, Milton Budd and Don Tolliver at table.



An interested group of guests looks on in the studio as the orchestra adds its bit to the colorful rededication ceremony. At the right is Supt. of Police Leo Kamins and beyond him, standing, R. M. Sheperdson.

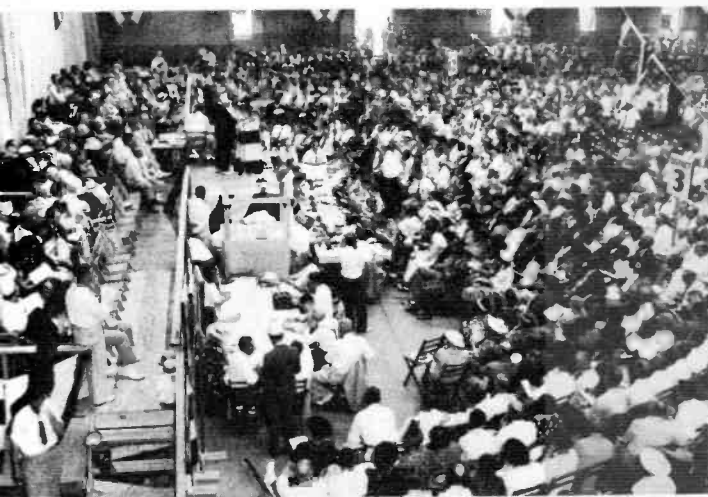


Harlan Bobst, nationally-known color expert, designer and interior decorator who planned the modernized WMBD studios chats with Attorney H. Dale Morgan and WMBD's manager Edgar L. Bill during the rededication ceremony broadcast.

A mail week in Peoria with its various observances explains this scene at Peoria airport, Announcer Howard Dorsey interviewing master Thomas Cody, Dick Bradley and Pilot Ken Ringel, but to take off for Chicago with a special air mail consign-



A typical scene from the state convention of Illinois Republicans in the Peoria armory. All important addresses and proceedings were heard from the platform by WMBD listeners.



One of the most unique musical groups in the country, the Chicago, Ill., Medinah Temple Shrine chanters, as they appeared at WMBD's studios during the 1938 state convention. In civilian attire is U. S. Senator William Dieterich.



Boxing champ Joe Louis came to Peoria as manager of a softball team. He's shown here being interviewed by Jack Brickhouse at Woodruff Field.



Annually groups of Girl Scouts assemble on the court house steps to broadcast Christmas carols. This is a typical group in action with Announcer Howard Dorsey standing by.



Jack Dempsey, former pugilistic world's champ, in a recent visit to Peoria, appeared before the WMBD microphone with Clyde Garrison, local sportsman.



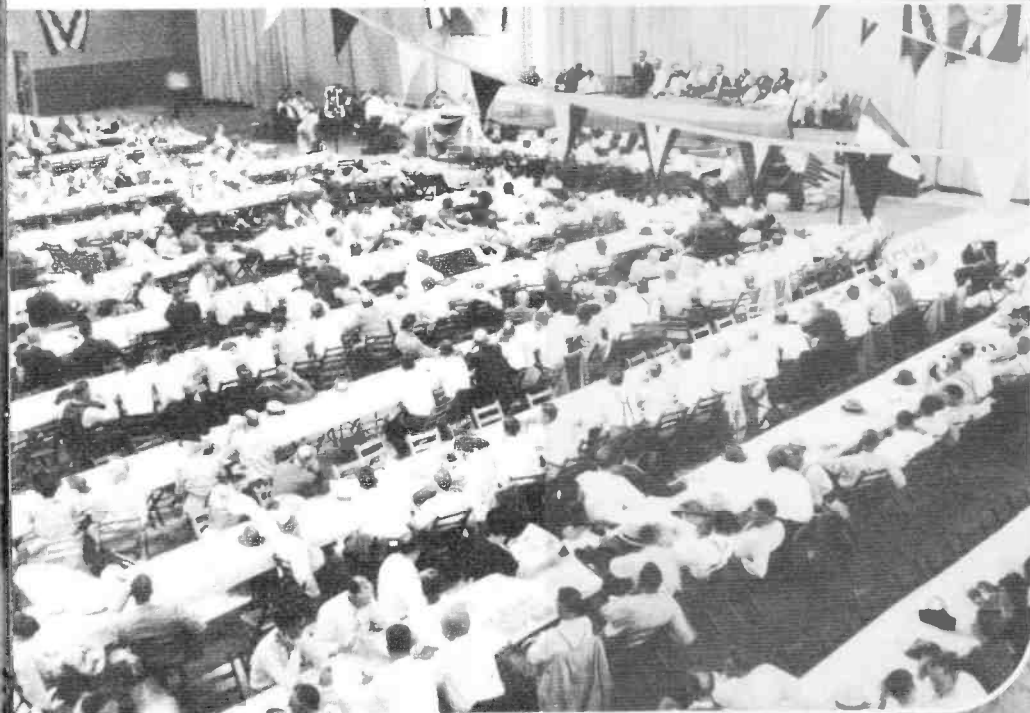
Special Labor Day observance in Pekin, Ill., was the occasion for a special WMBD broadcast. In the photo principal speaker J. T. Woodward, American Federation of Labor executive from Louisville, Ky., and State Representative Robert Allison of Pekin.





Among the most triumphant achievements of WMBD, its broadcasts of Bradley basketball games from Lincoln, Neb., Albuquerque, N. Mex. and Berkeley, Calif. The photo shows Sports Announcer Jack Brickhouse with the Bradley team upon its departure for the western trip.

RIGHT:
Little Verna Houston, orphaned by the tornado which swept South Pekin, is interviewed by Gomer Bath from her cot in the Pekin hospital.



Peoria played host to delegates of the Illinois State Federation of Labor during the past year and again from the state armory convention hall, WMBD microphones carried all the principal action.

Never before in history were Peoria sports fans accorded the service such as that launched by WMBD in February, 1938, when Jack Brickhouse broadcast the Northwestern-Bradley game from Evanston and then went on for the national championship games from Madison Square Garden.



CANDID CAMERA AT THE MICROPHONE



United States Senator William H. Cramer, III, Beardstown, Ill.



Smith Purdum, Washington, D. C. Fourth Assistant Postmaster General.



R. G. Soderstrom, Streator, Ill., President, Illinois State Federation of Labor.

This group of unposed photographs, shows a small collection of local, state and national celebrities as they appeared before WMBD microphones. Many interesting observations are apparent in a closer study of this unusual collection. The candid shots were snapped by Peoria news photographers.



Jerry Walker, Peoria, advertising manager, Caterpillar Tractor Co.



Mayor Dave McClugage, Peoria, Ill.



Mrs. H. H. Braun, Peoria, Ill., district chairman, Democratic Women's organization.

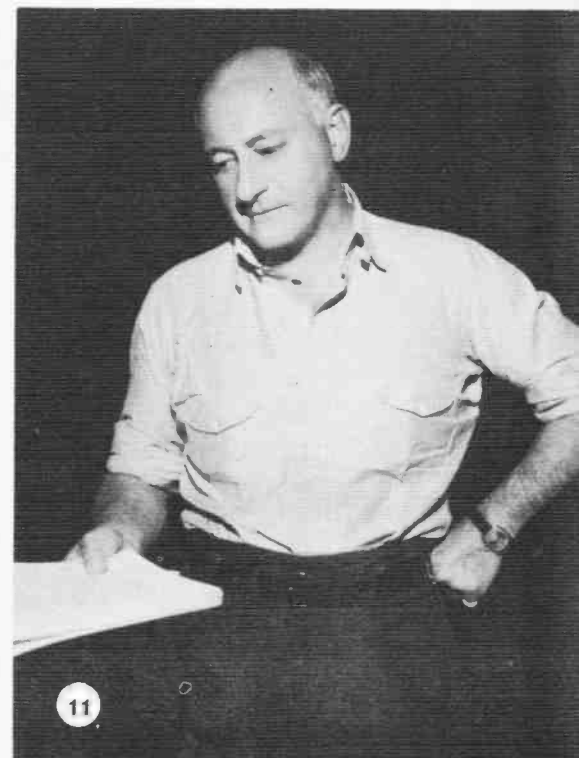
CBS STARS HEARD ON WMBD



1. BENNY GOODMAN. 2. ORSON WELLES. 3. ARTIE SHAW. 4. SOPHIE TUCKER. 5. KATE SMITH. 6. ALICE FROST of BIG SISTER. 7. ARLINE BLACKBURN, "LINDA CROCKETT." 8. MAJOR BOWES, H. V. KALTENBORN.



FAMOUS RADIO ENTERTAINERS



9. JOAN BANKS as "MARY FOSTER." 10. BOB BENCHLEY. 11. CECIL B. DE MILLE. 12. ANONYMOUS AUNT JENNY. 13. MYRT AND MARGE. 14. GABRIEL HEATTER of WE, THE PEOPLE. 15. MONTICELLO PARTY LINE. 16. EDWARD G. ROBINSON AND CLAIRE TREVOR as EDITOR STEVE WILSON AND LORELEI.





17. JIM McWILLIAMS of ASK-IT-BASKET. 18. BESS JOHNSON of HILLTOP HOUSE. 19. JOE E. BROWN. 20. PARKYAKARKUS (HARRY EINSTEIN). 21. EDDIE CANTOR. 22. PAUL WHITEMAN. 23. MARY MARGARET McBRIDE. 24. JOE PENNER AND DICK RYAN as "GODFREY."





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25. STAR THEATER BROADCAST. 26. BERT (MAD RUSSIAN) GORDON. 27. GEORGE BURNS, GRACIE ALLEN. 28. AL JOLSON. 29. MARY EASTMAN 30. CARL HOFF AND YOUR HIT PARADE.



30

RADIO

There is no space, nor time nor limiting.
Today is yesterday and tomorrow
at the touch of a dial.

A man speaks!
Your fingers on the control
as he begins a word in New York
and finishes it in San Francisco,
racing through Chicago, Kansas City and Denver
as the stations fly by.

The gondoliers sing in Venice waters,
an orator speaks in Munich,
the crash of bombs in Spain,
the rarefied air of the stratosphere —
a zeppelin burns,
over the short wave.

A woman begins the Liebstod
on the stage of the Metropolitan.
A thousand thousand answers come
from a city library, a farm house kitchen,
a fire tower atop a mountain,
a sheep herder's hut on the desert —
a coal mine — a ship at sea —

And every heart answers that love call.

A broadcaster cries "Help!"
And before the echoes of his voice die away,
the telephone, the telegraph,
the special messenger, the letters,
bring an answer.

In isolated places women follow eagerly
the drama of lives they never touch,
people they never see.
Children run in from play
to hear the voices of their friends
on Happy Train, the Lone Ranger,
Santa Claus, the funnies
or their fairyland of fancy.

In fishing vessels.
men wait to hear the price of their catch.
In full barns
farmers judge the price their produce will bring.

Murder, theft, arson!
And we say, "Thank God! It was not our fate."

Dreams of fortune
brighten the hopes of stay-at-homes
who write sentences about soap
and cooking fats and tobacco.

Fantastic, matter-of-fact,
trustworthy, deceitful,
entertaining, annoying —
the same program awakens all emotions
according to the listener.

And radio rides the air waves,
our servant — our master!

SIDNEY BALDWIN.



WMBD's "BEST" LISTENER . . . That's the somewhat elastic "title" accorded Mrs. Hedley Waycott, a revered Peorian. Her friendship goes beyond the limitations of radio, she knows each member of the staff personally and is respected and loved by all. She is shown in the midst of a chat with Station Manager Edgar L. Bill.

BELOW:

RADIO'S HOPEFULS . . . Somewhere in this typical group, waiting in the WMBD lobby on "audition day," may be your radio favorite of tomorrow. More than 500 prospective entertainers are auditioned yearly at WMBD. Open auditions are held each Wednesday afternoon.



ALL STAFF PHOTOS

BY

BERNITA KINSEY

•

SPECIAL EVENTS

BY

JOURNAL-TRANSCRIPT

AND

PEORIA STAR

PHOTOGRAPHERS

•

EDITED BY

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