

Faunded by D. MOODY BIBLE INSTITUTE 153 INSTITUTE PLACE · CHICAGO 10 · PHONE MICHIGAN 1570

WILL H. HOUGHTON, D.D., president

WILLIAM CULBERTSON, D.D., dean

Dear Listener:

Thank you for your gracious letter, and your gift for the ministry of WMBI and WDLM. The Institute's official receipt will reach you in the near future.

It is a privilege to send you our 1947 Family Album. If you enjoy looking through it even half as much as we enjoy sending the programs over the air to you, we shall be pleased indeed.

Because of the rush of work just now, we are not able to care for the special requests of our friends immediately. However, you can be sure that we will care for yours just as soon as we can.

We are faced with a pressing financial need just now, and are counting on you to back your gift with prayer that this need will be supplied. This is the Lord's work, carried on to His glory, and we do not feel that you would want the soul-winning ministry of these stations limited by reduced hours of broadcasting, made necessary by lack of sufficient funds. We know He will answer as you intercede.

May God use your life and testimony to glorify Himself all through 1947, and shower His richest blessings on you.

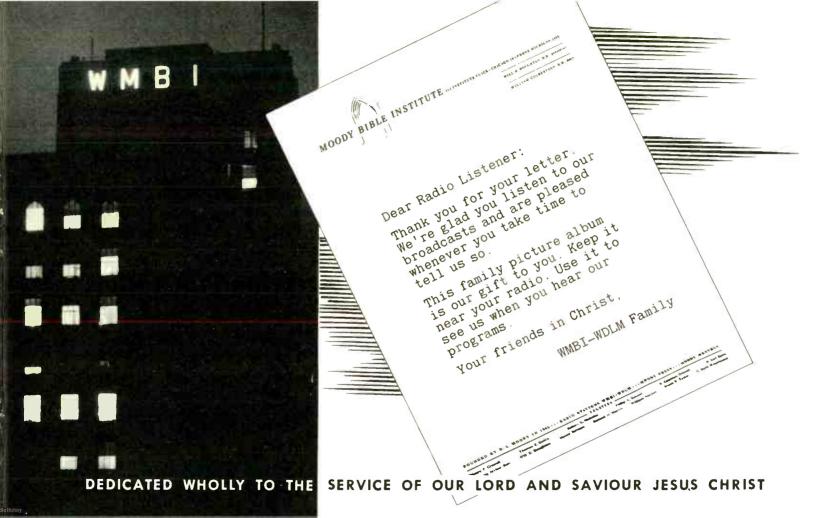
Sincerely in Him.

Director, WMBI-WDLM

RP:D

MOODY BIBLE INSTITUTE + 153 INSTITUTE PLACE + CHICAGO 10, ILLINOIS

	PAG	E PAGE
)	"Dear Friends"	1 Traffic and Production
3	Greetings from the Program Director MESSAGE FROM ROBERT PARSONS	2 Music—Behind the Scenes 15 GETTING A RADIO JOB
5	Department Supervisors	3 Accompanists16, 17 AT THE ORGAN OR THE PIANO
3	Twenty Years on the Air4, PICTORIAL REVIEW OF WMBI HISTORY	5 Serving in Song
2	Men Behind the Mike	7 Program Favorites
0	Newscasters	8 Christian Serials
	Continuity Writers	9 Children's Broadcusts
2	Broadcast Transmission	
ž	Office Personnel	2
m	Radio Family	3 WMBI-WDLM Schedule Inside Back Cover HANDY ALPHABETICAL INDEX TO PROGRAMS



reelings FROM THE DIRECTOR

It is a privilege to introduce to you, in this album, the WMBI-WDLM radio family. We thank God for every member, and for their talents, which like our stations are dedlcated wholly to the service of our Lord. *ROBERT PARSONS*



MIRON CANADAY

Assistant to the director

THERESA WORMAN

Children's Work

FRANCES YOUNGREN

Women's Programs

HARLAN HARRIS

Announcers





SHELDON FARDIG

Music







JOHN ROGERS Control Room





STANLEY PAYNE



Administrative staff the Tower Studios work daily with Director Robert Parsons to suggest, set-up and carry through twostation daytine operation.

PIERCE HISCOCK Production

3

Tetter Week again ...

and Norm

First Institute broadcasts-Sundays on WGES.

1925-1926

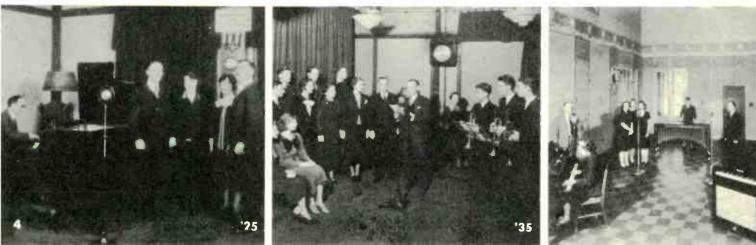
the listeners, play an important role . . . WMBI-WDLM program planners refer to your commendations when scheduling broadcasts. Without you as prayer warriors and faithful supporters the stations could not stay on the air. Write again . . . and often . . . won't you?

1926-1939 Part-time WMBI broadcasting—one studio.

1939-PRESENT Four tower studios. FM station WDLM.

contributors . . . and year after year the total has increased. You,

WMBI's first annual Letter Week in 1929 had 5.375



Wendell P. Loveless

A pioneer staff member and station director for almost 20 years, Mr. Loveless has watched the department grow from 2 to 150 workers. He is now teaching Bible and Broadcasting in Institute Day and Summer Schools.



1926-1947



TWO DECADES OF SERVICE

Beginning with a one-hour Sunday program in 1925... building to 30 hours a week in 1927... to full daytime operation in 1941... WMBI now claims more than 50,000 hours of radio broadcasting. WDLM-FM, added in 1942, has 10,000 hours more.

At present WMBI and WDLM probably originate more "live" programs per week than any other station in the United States. Unique because of their "no-commercial" policy, the programs are remedial and educational—not controversial,... they are planned to attract listeners from all walks of life.



FIRST LETTER WEEK



MORNING GLORY CLUB



ANNOUNCERS' TRIO Loveless-Hermansen-King

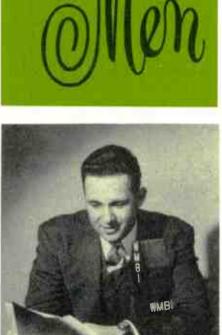


WMBI STAFF-1942





WALTER CARLSON ... on "Meet the Students" and "Anniversary" programs.



ROBERT GEERDES ... on "Morning Clock," "Stories of Great Christians."

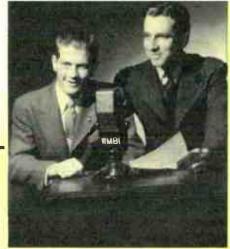
BEHIND THE "MIKE"

WENDELL P. LOVELESS First WMBI program director... on "Shut-in Hour" for 20 years.

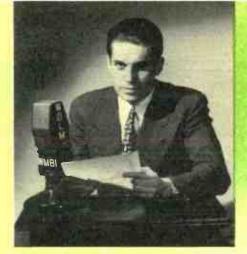




SALVATORE LaROCCA... on "Let's Praise Him," Saturday "Morning Clock."



DON HURLBERT and KENNETH ENGLE students, station breaking and announcing.



SAM PAXTON ... on "Bandstand," "Old Favorites."

From daybreak to twilight . . . and then on to 9 P.M., WMBI and WDLM announcers offer you programs to fit every need. There's the gospel presented in word and song . . . interviews and messages . . . sacred and classical music by instrumentalists and vocalists.

Scheduled, too, are musings and reflections for the quiet time . . . news sessions on the even hours . . . informational and educational programs.

For selected audience-appeal there is Story Time, Women's Hour, young people's and children's broadcasts.

"The men behind the mike" reach into city apartments, small town homes and rural residences . . . the messages they bring gather purpose from the two stations' persistent theme: "We want you to know Christ." ROBERT PARSONS Program director ... 10 years with Mrs. Parsons on "Hymns You Love to Sing." 6:00, 7:30 P. M. NEWS EDITOR Ray Brubaker in "God's News Behind the News."

NEWSCASTERS

News from around the world . . . collected, edited and broadnews from around the world ... confected, eatred and produ-cast directly from the WMBI-WDLM tenth floor newsroom dired weekdays at 6:00, 8:00, 10:00 A. M.; 12 M.; 2:00, 4:00,

> FRED COUKART ... presents "Religious News"

WALTER WILSON

... gives news to early risers . . . on "Morning Clock" program.

RAY BRUBAKER introduces all guest speakers ... on "Bread of Life," "Winona Lake"

HARLAN HARRIS heard on 2:00 P.M. newscasts and "News Interviews."



... put ideas on paper ... write full copy for all broadcasts develop new program formats ... make changes in occordance with listenets' preference.

OFFICE SCENE Room 1002

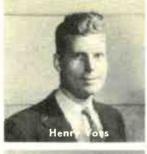


MIRON CANADAY, supervisor, assigns a new program.



technical division director

A. P. Frye,



Thomos alle er, <u>seni</u>or engineer



THE TECHNICAL SIDE OF BROADCASTING Supervisor John Rogers and his six control operators (bottom, left) are responsible for placing and fading-in microphones on cue from the producer...riding gain in the Crowell tower control booths...cutting and playing transcriptions... and sending out signals.

At the Addison, Illinois, transmitter, Technical Director A. P. Frye, or one of his three engineers (above), receive WMBI signals over telephone program lines. The signal is changed to a high frequency ... amplified to 5000 watts... faded into the WMBI tower and radiated to AM receiving sets.

WDLM signals are beamed from the Chicago studio link transmitter to Addison . . . and radiated from an antenna atop WMBI's 490-foot tower to FM sets.

Helen Lindholm

Iransmission

Edward Lombard Howard Enstrom



Norma Carlson

Lois Wiekum

BROADCASTING THE MESSAGE . . . from Moody Bible Institute in Chicago . . . to the Addison, Ill., transmitter . . . across the states . . . to you.

WMBI Coverage Map

The Listeners Say . . .

"We like WDLM's static-free transmission"... "We'll continue to pray for your work"..."How wonderful is the training you are offering young people"..."We listen daily to WMBI; let us have a small part in keeping the gospel on the air."

"You say just the thing I need at the time I need it."

"When the children come home from school, they receive not only food for the body but food for

the soul . . . "



BIRGIT GUNNARSON Staff receptionist . . . greets weekday guests, handles telephone and mail inquiries.

"INFORMATION GIRLS" Dorislee Nicholls, part time writer. Bessie Wrisley, "night shift" employee. Allyne Burrows, week-end receptionist.





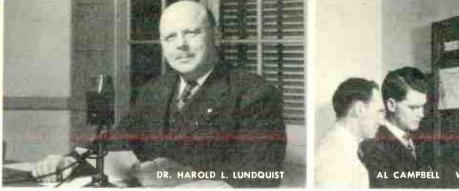
THE RADIO FAMILY Row 1 (left to right): H. Albertz*, N. Curlson, E. Person, C. Lightbody, M. Coulter*, E. Joslin, H. Fissel, G. Walton*, N. Lutz, M. Lengel, L. Hatt, M. Beebe*, M. Nielsen, D. Nicholls, J. Rosencrantz, L. Becker, G. Yeend, A. LaRocca, S. Colenso, D. Priest, J. Tucker. Row 2: T. Warman^{*}, A. Robertson, R. DeBruyn, C. Hess, K. Engle, R. Brubaker^{*}, W. Cox^{*}, E. Jordan, G. Mead, M. Landis, A. Lissy^{*}, E. Ahlquist, L. Richardson, L. Stropard^{*}, G. Perry, D. Lengel, V. Lyons, S. Paxton^{*}, Y. Vanderlist, V. Van Hovel. Row 3: A. Frye^{*}, P. McMillan, F. Coukart^{*}, W. Wilson, C. Bloomer^{*}, S. Fardig^{*}, W. Carlson^{*}, B. Carlson, J. Blackburn^{*}, F. Youngren^{*}, W. Loveless, R. Parsons^{*}, V. Wennerstrom, B. Rembe, N. Robertson, I. Jidov, A. Sundin, H. Bosch^{*}, C. Keur, E. Kesselhuth^{*}, S. Payne^{*}, S. LaRocca. Row 4: J. Mostert, D. Leightner, H. Enstrom^{*}, J. Davles, B. Wrisley, A. Heaton, J. Rogers^{*}, M. Canaday^{*}, P. Hiscock^{*}, G. DeGroot, C. Hayward, B. Gunnarson^{*}, H. Voss^{*}, H. Reuter^{*}, R. Geerdes^{*}, R. Reetzke.











PROGRAMS IN THE MAKING

STANLEY PAYNE, traffic director, contacts program personnel . . . calls speakers . . . instructs student helpers, and schedules facilities.

DR. HAROLD L. LUNDQUIST, representing Institute faculty heard on the air, was on WMBI's first broadcast.

WILLIAM COX, traffic department, posts daily

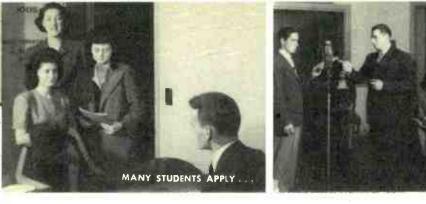
program schedule. AL CAMPBELL, continuity department, checks bulletin board for his assignments.

BUD GARMO, assistant producer, checks sound effects during rehearsal with soundman, CHARLES BLOOMER.

PIERCE HISCOCK, production director, must start and stop programs on time. His cues direct handling of personalities and mechanics involved.









The story behind a singer's first day in radio . . . illustrated by WMBI student-employees.

Digging out hidden talent is the music supervisor's task. A prospective radio singer goes to his office ... files an application and is scheduled for an audition in Studio D. Passing the test and hired, she seeks advice on program planning and "clearance" from an oldtimer in the department.

SOME AUDITION

New problems are resolved in Studio A's dress rehearsal. Preparations completed, all broadcasters pause for prayer . . . and a new employee is on the air!











2

WMBI-WDLM accompanists ... busy throughout the day behind the Hammond and pipe organs, the celeste or the grand pianos ...

1. MARYBELLE BEEBE, KYB Club, Slumber Boat, Organ Vespers, Two Pianos.

2. GERTRUDE DE GROOT, Prayer Circle, Morning Worship, Evensong.

3. ERIC FRANKER, Institute piano-organ instructor. Sunday Organ Recital.

 D. BLANCHARD LEIGHTNER, Shut-in Hour "Peg Leg"; Organ Moods, Komfort Korner, Mail Bag.
JUNE HEDMAN, From a City Tower.





Piano programs were on the first 1926 WMBI radio schedules . . . Today the keyboard contributors still play a vital part in broadcasting.

T

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6. LUCILLE BECKER, Quiet Hour, Stories of Great Christians, Thoughts and Tunes.

8

AND THE

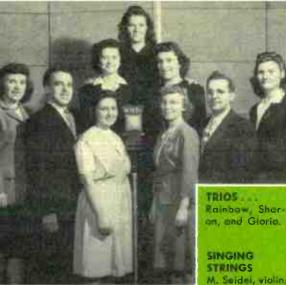
iano To

7. RUTH FERGUSON, Good News in Song, Songsters, Anniversary Program.

8. LOIS HATT, Young People's Hour, Angelus Trio, Treble Harmonies.

9. DON HUSTAD, Organ Vespers, Masterworks of Music.

10. JEAN ZIMMERMAN, Organ Vespers, Two Pianos.





JAMES P. DAVIES Institute music faculty, student ensemble director.

SINGING STRINGS M. Seidel, violin: L. Kraakevik, viola, M. Beabout, cello: M. Gillett, violin.

ALVIN HIRSCH "Sacred Song"



THOUGHTS AND TUNES"



GERALD GREENLEE





HENRY BOSCH

"Good News in Song."





SATURDAY SONGSTERS James Draper, director.



EUGENE JORDAN "Marimba Specialties."





ANITA LETHIN SUNDIN

"Slumber Boat."



COURIERS FOR CHRIST Mead, accompanist; Robertson, first tenor; Van Hovel, second tenor; Ahlquist, baritone; McMillan, bass.

JOHN MOSTERT

"Melody Lane."



CORNELIUS KEUR Director, Girls' Chorus.

TREBLE HARMONIES Barbara Jane Rembe, harpist.

RALPH NIELSEN Tenor soloist. 'S VOICES

MEN'S VOICES Sheldon Fardig, director.





LADIES' TRIO The "Home Haur" threesome: Sundin, Lutz and Nielsen. WOMEN'S NEWS Reporter Shirley Colonso presents a "Design for Better Living."

HOME HOUR Knocking of your door Wednesday and Friday mornings . . . Frances Youngren .

FAVORITES

rogram

MEET THE STUDENTS Annauncer Walter Carlson interviews members of the Institute's student body. SHUT-IN REQUEST HOUR W MBI's oldest program, with Loveless ond Parsons in chorge.

20



LET'S OPEN THE DOOR TO NO. 9 Elm Street

. . . and listen to radio's only Christian serial story. It's the tale of a true-to-life family living in a small community, with a spiritual emphasis on life in all its phases. Folksy, and at times humorous, each episode has a specific message.



ARNOLD TWEETON "Corny"—the Old Feller—and his girl friend, "Widder Raines" (Grace Culton) provide laughs in Riverdale for you.



PETER KIRK, writer.

RiverDale Folks The entire cost of

No. 9 Elm Street.

STORIES OF GREAT CHRISTIANS Dramatized biographies . . . three times weekly.



Billy and Patty Bangle (Eddie and Margie Snyder) go up the hill to visit the Bookstore Lady (Gilberta Walton).

KYB (KNOW-YOUR-BIBLE) CLUB

ildrens

TIME

SINGINGLADY (Jeannette Rydell) scatters sunshine to shut-in boys and girls. "AUNT THERESA"... encircled by the tiny tots for "Story Time." For more than 16 years "youngsters and oldsters" have tuned in for Aunt Theresa Worman's juvenile programs.

7 Bible Verse



THREE LITTLE PREACHERS

MR



JOYCE BLACKBURN... meets boys and girls after school at the "Listening Post" with Christian and classical adventure stories.

->



THE MUSIC STORY LADY...brings Karen Hedman, 5, and youngsters like her, music appreciation dramas every Tuesday at 4:05 p.m.

BIBLE SEARCHING TIME Exciting, happy moments of KYB Club hour.



"UNCLE WALT" WILSON Explores God's wonder-world.





DORIS BERNHARDT

IF . . .

If radio's slim fingers Can pluck a melody from night And toss it over continent or sea; If petaled white notes of a violin Are blown across a mountain or a city's din;

If songs like crimson roses Are culled from thin blue air— Why should mortals wonder If God answers prayer?

N	
Afternoon Classics	Th., F., Sat., 4:05 P.M.
*Angelus Trio	Sun. 5:00 P.M.
Back to the Bible	Sun., 7:30 P.M.
Bandstand	Sat. 5:00 P.M.
Bible Reading	Sun. 7:00 P.M.
Bible Reading *Birthday and Anniversary Pro	gram W., 3:30 P.M.
Bread of Life Chapel Service Child Evangelism Fellowship	weekdays, 8:30 A.M.
Chapel Service	M. 8:00 A.M.
Child Evangelism Fellowship	Tue. 9:15 A.M.
Choir Loft	Sun., 3:15 P.M.
Choir Loft Christian Business Men	M. to F., 1:00 P.M.
Church Service	Sun. 11.00 A.M.
Continued Story Reading.	
Dean's Quarter Hour	W. 4:30 P.M.
Editor Speaks	
Evening Meditation	
Evensong	weekdays, 6:15 P.M.
*From a City Tower	. M., W., F., 2:15 P.M.
*From a Čity Tower *Gloria Trio	Sun. 9:45 A.M.
God's News Behind the News	M., 10:05 A.M.
Golden Nuggets	
*Good News in Song	weekdays, 9:00 A.M.
5	84 M/ C 3.45 D.84
Good Reading Gospel in Music	M. 9:15 A.M.
Corpol in Music	e., Th., Sat., 6:30 P.M.
*Grace Notes	
Haven of Rest	
Hebrew Christian Broadcast	Th., 2:45 P.M.
*Home Hour	
*Home Hour *Hymn Sing	. M. to Th., 12:15 P.M.
Hymn You Lous to Sing #Th	
Hymns You Love to Sing. •Th. Keyboard Harmonies.	., 5.00 P.M., 7.00 P.M. Sat., 10:45 A.M.
Reyboard Harmonies	F., 7:00 P.M.
*King's Highway	F., 7.00 P.M.
*King's Highway *Komfort Korner	
*K.Y.B. Club	
*N.T.D. CIUD	

WMB1-1110 Kc.

WDLM-99.7 Mc. Channel No. 259

February—April, 1947

Let's Praise Him	8:00	A.M
Library ChatsSat.	1:00	
*Listening Post M. to F.	5:00	
Lutheran Hour		
Mail Bag	9:15	
Masterworks of Music		
*Meet the Students F.,	4:30	
*Melody Lane	2:30	P.M
*Men's Voices in Song Sun., 9:00 A.M.,	6:30	P.M
Message	7 :00	
Message to Israel		A.M
Missionary Echoes Tue.,	3:00	P.M
*Moments of Melodyweekdays, Sun., Th., Sat.	1:30	P.M
Moody Institute of Science	10:30	A.M
W.,	7 :00	
Moody Press	3:15	
Morning Classics weekdays,	9:30	
Morning Clock	6:30	
Morning Meditation	9:30	
*Morning Worship weekdays,	7:30	A.M
*Music Story Tue.,	4 :05	P.M
Music Without Words daily,	8:00	P.M
*Music Story Tue., Music Without Words daily, News weekdays, 6:00, 7:00, 8:00, 12:00 M., 2:00, 4:00 6:00,	10:00	A.M
12:00 M., 2:00, 4:00 6:00,	7:30	P.M
No. 9 Elm StreetM., W., F., 2:45 P.M., Odz 'n' Enz	/:15	P. M
Odz'n' Enz	9:15	
Old-Fashioned Revival Hour	1 :00	
*Old Favorites	4 :45	
Old Testament Stories	9:15	
Open Bible W., F.,	10:05	A.M.
•Organ	6:15	A.M.
Tue. to Sat.,		
Sun., 10:30 A.M., Sat., 12:15 P.M.	4:30	
*Organ Recital	12:30	
*Organ Vespers	5:30	
*Pacific Garden Mission	4:30	P.M.

WMBI—Feb.,	6:45	A.M.	to	5:30	P.M.
Mar.,	6:00	A.M.	to	6:00	P.M.
Apr.,	6:00	A.M.	to	6:30	P.M.

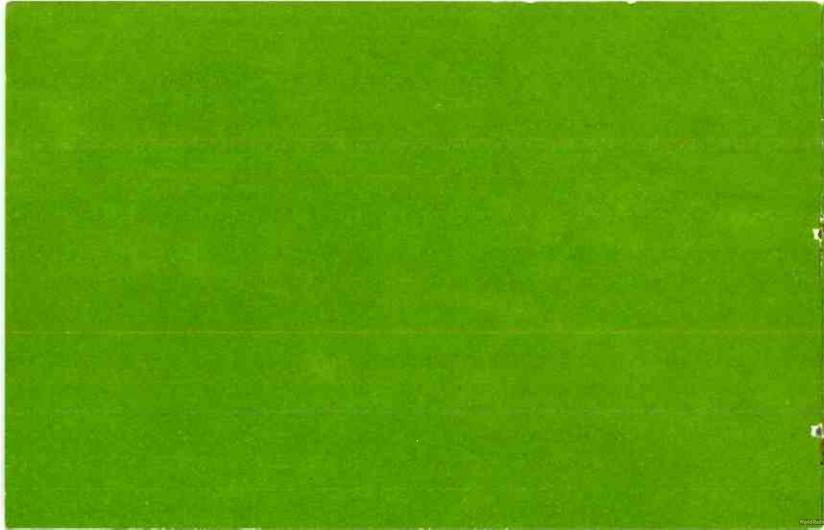
WDLM--- Daily, 8:00 A.M. to 9:00 P.M

*Prayer Circle M. to F., 8 Question Box Tue, F., 10 Quiet Hour *Tue, *Sat., 11 Sun., 6 Tue, 7	30 A.M. 00 A.M. 00 P.M.
	00 P.M.
	00 P.M.
	05 P.M.
	00 P.M.
*Sacred Song weekdays, 12	
Tue., Th. Sat., 7:	45 P.M.
	30 P.M.
	00 P.M.
Shop Meeting. F., 12	15 P.M.
*Shut-in Program	30 A.M.
*Singing Strings	30 P.M.
*Slumber Boat. Tue. Th. 2:	15 P.M.
Stories of Great Christians	15 A.M.
Story Time for Boys and Girls	
M., Tue., W., Th., Sat., 12:	
Student Pulpit	45 P.M.
Sunday School Lesson	30 A.M.
*Sunday Strings Sun., 4:	15 P.M.
*Thoughts and Tunes M., Tue, Th., F., 3:	30 P.M.
*Thursday Songsters	00 A.M.
Tract League	45 P.M.
*Treble Harmonies Tue., Th., Sat., 5:	15 P.M.
Verse by Verse. M. to F., 1:	45 P.M.
Women's News	05 A.M.
World-Wide Missions	15 A.M.
Young People's Church of the Air	00 A.M.
*Young People's Hour Sun., 3:	30 P.M.
Your Church School	30 A.M.
*Youth for Christ	

Current program schedules are available upon request

*Visible studio broadcasts

Litho in U.S.A. R64





THE RADIO FAMILY Row 1 (left to right): H. Albertz^{*}, N. Carlson, E. Person, C. Lightbody, M. Coulter^{*}, E. Joslin, H. Fissel, G. Walton^{*}, N. Lutz, M. Lengel, L. Hatt, M. Beebe^{*}, M. Nielsen, D. Nichalls, J. Rosencrantz, L. Becker, G. Yeend, A. LaRocca, S. Colensa, D. Priest, J. Tucker. Row 2: T. Warman*, A. Robertson, R. DeBruyn, C. Hess, K. Engle, R. Brubaker*, W. Cox*, E. Jordan, G. Mead, M. Landis, A. Lissy*, E. Ahlquist, L. Richardson, L. Shi pard*, G. Perry, D. Lengel, V. Lyons, S. Paxton*, ... Vanderlist, V. Van Havel. Row 3: A. Frye^{*}, P. McMillan, F. Coukart^{*}, W. Wilson, C. Bloomer^{*}, S. Fardig^{*}, W. Carlson^{*}, B. Carlson, J. Blackburn^{*}, F. Youngren^{*}, W. Loveless, R. Parsons^{*}, V. Wennerstrom, B. Rembe, N. Rabertson, E. Jidov, A. Sundin, H. Bosch^{*}, C. Keur, E. Kesselhuth^{*}, S. Payne^{*}, S. LaRocca. Row 4: J. Mostert, D. Leightner, H. Enstrom^{*}, J. Davies, B. Wrisley, A. Heaton, J. Rogers^{*}, M. Canaday^{*}, P. Hiscock^{*}, G. DeGroot, C. Hayward, B. Gunnarson^{*}, H. Vass^{*}, H. Reuter^{*}, R. Geerdes^{*}, R. Reetzke. ^{*}Full staff member.