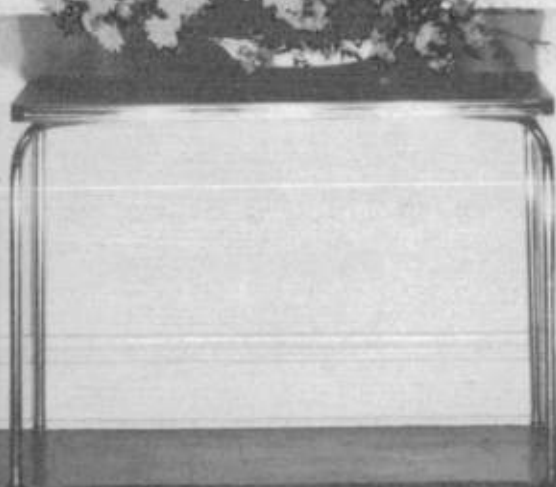




WKBB

NBC Blue Network



DUBUQUE • 1490 On Your Dial • IOWA

Dedication

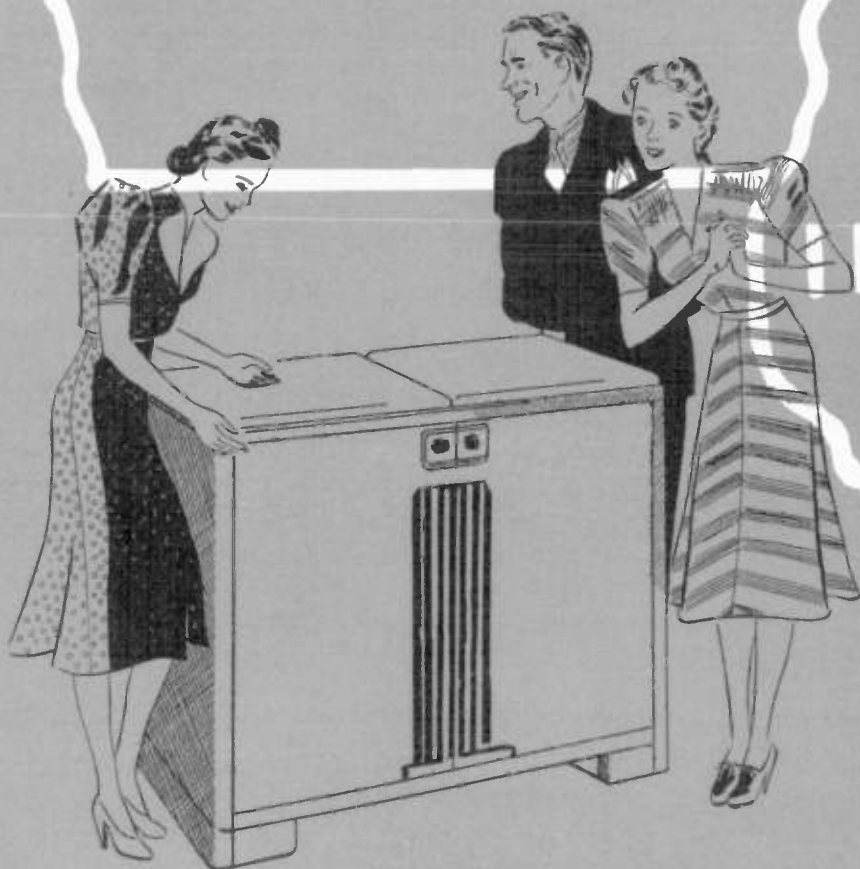
... To the listeners of WKBB.

No man attains success without the association and assistance of others; no store survives without the good-will of its customers; no radio station continues to exist unless its listeners contribute their attention and interest. You, the listeners of WKBB, have been generous; you comprise 97,019 families in eastern Iowa, northwestern Illinois and southwestern Wisconsin; you drive 95,082 automobiles and spend over 181 million dollars each year . . . Now, that is a heap of figures, but WKBB doesn't want to consider its audience in lump sums, but as individuals who gain information, inspiration and entertainment from the programs we broadcast. It is with the idea of closer understanding and association that WKBB presents this album, extends its hand and says, "Howdy . . . let's get acquainted."

DUBUQUE

IOWA

ILLINOIS





WALTER E. KLAUER, President of WKBB

Brought radio to Dubuque and the Tri-State area of eastern Iowa, northwestern Illinois and southwestern Wisconsin in the Fall of 1933. A native of Dubuque, Mr. Klauer attended Notre Dame University for his degree in mechanical engineering. He is President of the Klauer Manufacturing Company, one of Dubuque's leading industries, fabricators of sheet metal products and manufacturers of the SNOGO, which has achieved world-wide recognition as the leading equipment in the field of snow removal.

During World War I, Walter Klauer served as a lieutenant in the United States Army, and continues the activities and associations of that time through his membership in the American Legion and the "40 & 8."



JAMES D. CARPENTER, Treasurer and General Manager of WKBB

Has lived and learned radio broadcasting for over fifteen years; his first contact with the then struggling new industry came in 1926 as account executive for an advertising agency. Shortly, he was caught in the mysterious web that radio effects and became a writer, announcer and singer in Indianapolis, Indiana; in four years he had become general manager of the station. Radio transcriptions promised well and Mr. Carpenter became midwestern sales manager for a national organization. He came to WKBB in 1936. With letters in football, basketball and tennis (He attended the University of Chicago and Butler University), he was a natural sports announcer and still continues that exacting job as a hobby. The Carpenters are musically talented: Mr. Carpenter studied violin 12 years, Mrs. Carpenter is accomplished on piano and wind instruments; son Robert (17) is violinist and concert master of his school orchestra; son James, Jr., age nine, is studying violin; son George, age 10 months, is a vocalist.



Twenty-one years ago **L. VAUGHN GAYMAN**, WKBB News and Sports Editor and Chief Announcer, tinkered with a "ham" radio rig with a high school chum; six years later he had his first taste of commercial broadcasting in Springfield, O. With two degrees (A.B. and A.M.) from Wittenberg College, Ohio, Gayman planned to teach (partly because of the 3-months annual vacation, an idea he still relishes) but turned to music (5 years with dance bands), credit work and radio, instead. One-time state champion quarter-miler, he has given up most athletics; concentrates on automobiles, boats and his baby son.



Starting radio the same year as his co-worker, Vaughn Gayman — 1926 — WKBB's Program Director-Announcer, **GLEASON KISTLER** has made a serious and thorough survey of broadcasting in the north-central states of Illinois, Minnesota, North Dakota and Iowa; he joined WKBB in March, 1940. Starting radio as a singer, Gleason soon found his place as announcer, writer, producer and program director. Unusual fact: he is one of a family of three sons who were born five years apart and each at 5:00 o'clock on a Sunday morning!



While doing a weekly digest of Catholic news for his seminary, **WILLIAM (Bill) A. CURTIS** got the radio idea. It all happened about three years ago. Educated at Nazareth Hall and St. Paul Seminary in his native St. Paul, Minnesota, Bill stuck close to home until he joined WKBB in 1941. He's married, twenty-six and plays the trumpet.

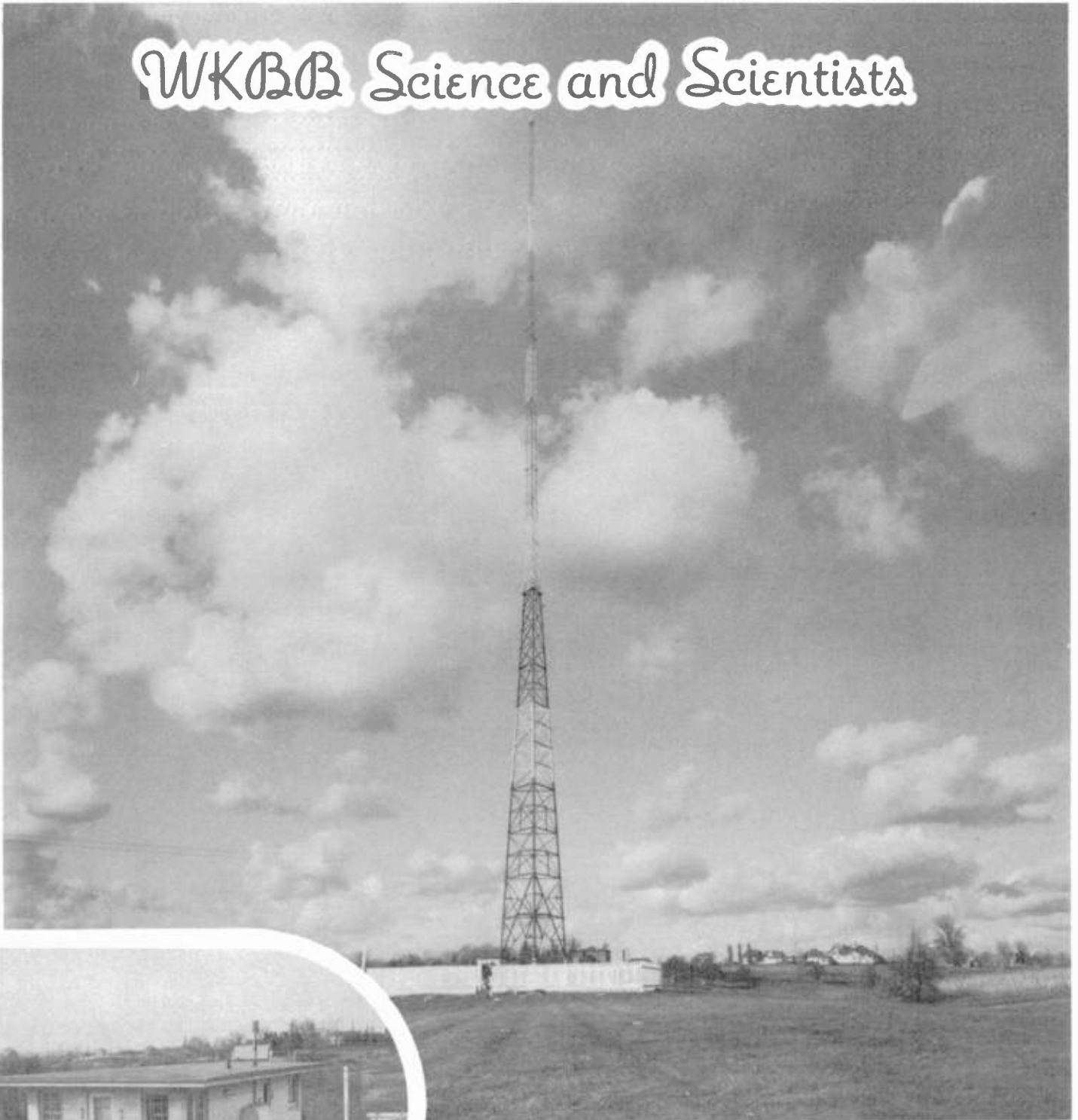
From garage studios in 1922 **ETHEL CARPENTER** played her first radio broadcast; it was on Indiana's first licensed broadcasting station, now extinct. In 1925 she joined the staff orchestra of another Indianapolis station, augmenting her already extensive career in professional music. She is WKBB's Musical Director and Staff Pianist, the wife of our General Manager James D. Carpenter.



Upon graduation with a B.S. degree from Northwestern University, **DOROTHY SHEFFER** did secretarial work for the Bauer & Black Company in Chicago, coming to Dugue and the Farley & Loetscher Mfg. Co. in 1938; that year she joined WKBB. As Receptionist and Secretary to Mr. Carpenter, Dorothy has her hands full. Widowed, Mrs. Sheffer devotes her life and dreams to son Eric ("Ricci").



WKBB Science and Scientists



The WKBB vertical radiator — the 260 foot broadcasting tower from which WKBB programs are transmitted. After months of exhaustive tests, the location for this tower and the WKBB transmitter was chosen, just a half mile west of the Dubuque city limits. Extending in all directions from the base of the tower like the spokes in a bicycle wheel spreads the radial ground system of copper ribbon, six inches beneath the surface.

The transmitter building, located with the tower just west of Dubuque's city limits, houses the modern transmitter that sends out programs on WKBB's assigned frequency of 1490 kilocycles.

The living room of the Chief Engineer's apartment at the WKBB transmitter, in the building shown here.





In the Transmitter Operations Room of the WKBB transmitter plant we found Chief Engineer **LEN CARLSON** logging program transcriptions. Len has had a steady diet of radio engineering since 1924, when he was a student at Northwestern University and an operator at the old WBBM in Chicago. Specialized technical courses and natural ability soon placed him in top radio jobs in Chicago and Indianapolis, and in 1935 he came to Dubuque to direct the engineering department of WKBB. His kennels of Scottish Terriers, which he breeds and raises, is his joy. Located at the WKBB transmitter, he calls the canine establishment "Sparks Kennels."



Son of a professor at Oberlin College, Ohio, who has experimented with radio since 1919, it was natural for **ALDEN WOOSTER** to become interested; at 16 he had his own short-wave "ham rig," W9EDL, which he still operates as a hobby. Alden became an engineer at WKBB this year after training at the RCA Institute and experience in the manufacture and operation of transmitters in Chicago.

A school chum, in 1929, crystalized his desire to tinker with radio and WKBB Engineer **MURRAY COLEMAN** got down to some heavy studying, was granted a license and built his own amateur transmitter station, W9ANO. Although qualified to do so, Murray never went into commercial operation until he came to WKBB this year; worked instead for the Iowa Public Service Company.



The Army's gain was **EDGAR GREBE**, transmitter engineer at WKBB since 1938, who was inducted into service in March of this year (1941). Private Ed Grebe, was at the 4th Cavalry Service School, Ft. Meade, S. Dakota, and has just returned to his radio post as WKBB's assistant engineer. La Verne Pointer is another member of our engineering staff in the service of the U. S. Army.





The **KITCHEN OF TOMORROW**, the room-sized kitchen on the stage of the Clarke College assembly hall, is the scene of the WKBB broadcast of that name. Conducted by Sister Mary St. Clara, B.V.M., this Wednesday morning program is a student demonstration of "The Three R's of Nutrition for National Defense", reaches many at home and in hospitals and schools who are unable to attend in person.



For a Variety of Interests

Left—**BEN ALEXANDER**, youthful, blonde master-of-ceremonies of the weekly variety show from the film capital, "Little Old Hollywood."

Right—**BOB BROWN**, Auctioneer of questions on the NBC-WKBB "Auction Quiz" program each Friday. This novel program offers more than \$500.00 in prize money each week.





Left—Just as wacky in rehearsal as on their domestic comedy program . . . **JANE AND GOODMAN ACE** of the NBC-WKBB chuckle-churning show, "Easy Aces."



Right—**ALMA KITCHELL** whose "Streamlined Journal" reaches WKBB dialers from the NBC studios in New York.



Left—**ALLEN PRESCOTT** stirs a good portion of his scintillating wit into the serious moments of "Prescott Presents" from NBC to WKBB listeners.

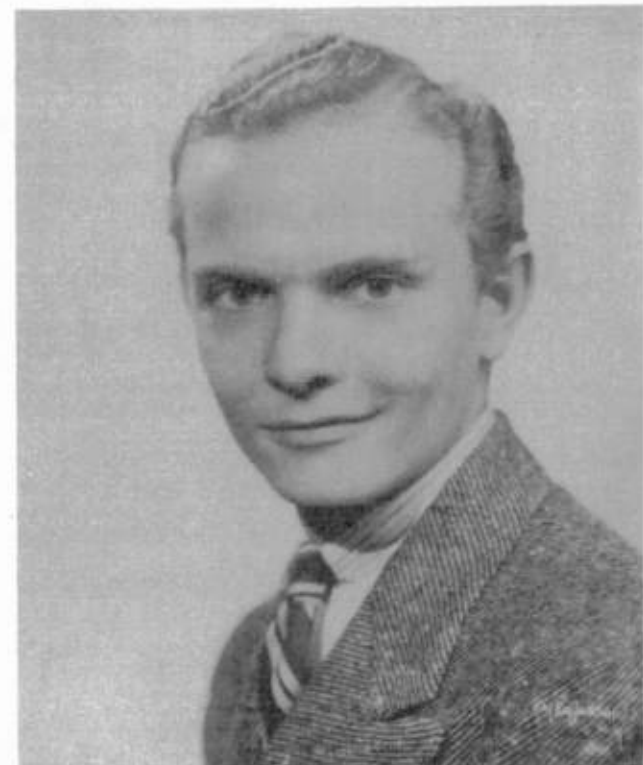


Right — **RICHARD GORDON** (right) and **KENNETH LYNCH** are the title characters in the NBC-WKBB Saturday night mystery series, "The Bishop and the Gargoyle."

Below right — Handsome, young **LEON JANNEY**, star of WKBB's NBC-born "The Parker Family" drama, is a veteran of the air-stage despite his age.



On a recent broadcast of NBC's "America's Town Meeting of the Air," the film-folk provided the commentators. From the left are actress **ROSALIND RUSSELL**, producer **WALTER WANGER**, **GEORGE DENNY, JR.**, and **DONALD OGDEN STEWART**.





W
K
B
B



Above left — Sparkling, gay, sophisticated "Penthouse Party" owes much of its verve to its hostess-emcee, **ILKA CHASE**, who adds her repartee to the charm of Vaughn Monroe's orchestral music.

Above — For intimate and human-interest comments on "Behind the Mike" radio, NBC turned to the dean of radio commentators, personable and seasoned **GRAHAM MAC NAMEE** — a WKBB hit.

Left — The setting for "**SPIN AND WIN WITH JIMMY FLYNN**" at the NBC New York studios. "Barker" Jimmy sports his derby at the left as a contestant tries to get rich within a dial-selected time-limit.

Below left — **THE PET CORNER** has long been a boon and interest to pet-owners in the WKBB area. Pictured here are Chief Engineer Len Carlson and his Scottish Terrier pups from "Sparks Kennels"; the pups introduce The Pet Corner with real "honest-to-John" yelps from a microphone at WKBB's transmitter. Lost, found, wanted or for-sale pets are cleared by the hundreds through this WKBB service feature.

Below — Nonchalant **BING CROSBY** casually drops his script at the right, suave **RICARDO CORTEZ** rubs his eye in center stage and announcer **LARRY ELLIOTT** studies his words at left as the "Treasury Hour" rolls merrily out on the NBC-WKBB air.



The Complete Sports Feast

No radio menu is rounded out unless sports are included; but for a real wholesome, interesting and active diet, WKBB sets its table with the whole list of sports favorites.

The year-round daily quarter-hour sports review binds all these events together, but national contests from NBC and the most-important local tilts make the listening especially attractive.

From throughout the nation NBC's sportspecialists cover major occasions for WKBB dialers: the top-flight prize fights; the Indianapolis 500-mile automobile classic; big horse-racing events; national tennis championships; the National Open and P.G.A. golf tournament; major football games such as Army-Navy, Navy-Notre Dame, Minnesota-Northwestern, the Sugar Bowl and Rose Bowl classics.

The local sports coverage of WKBB is complete: the football and basketball games of Loras College, University of Dubuque, Loras Academy, Senior High School and St. Columbkille's High School; local tennis championships, a weekly half-hour of hotly contested league matches from the bowling alleys; softball, intercollegiate and interscholastic track and field meets, and any other important sporting events in Dubuque.

So, to keep in touch with the world of sports, listeners naturally dial WKBB to 1490.



Inset here are pictures of WKBB's Manager-Sports Enthusiast, **JIM CARPENTER**, as he broadcasts from the bench at the bowling alley each week, and as he is describing a football game from the radio booth at Loras College stadium. Jim, erstwhile participant in most sports, does sports announcing for the sheer joy of it. Colorful, fast and spirited, his broadcasts unfold a realistic word view of any contest he narrates, and his sports policy for WKBB has won the appreciation of both sportsmen and listeners. In Indiana, the basketball state of the Union, he was one of two official Indiana State High School Athletic Association announcers of their favorite, fast sport for four seasons. While that game is his favorite, Jim handles any sport on the ledger with equal facility.





In London the news of the Allied war efforts and moves are described by NBC chief for the British Isles, **FRED BATE**.

In the familiar, recently-renewed, dramatic news digest, "The March of Time," **WESTBROOK VAN VOORHIS** is the compelling narrator heard by WKBB-NBC audiences.



The World in Your Parlor

Add five fifteen-minute daily local newscasts, one daily resume, innumerable daily and weekly dramatized digests, foreign short-wave reports, expert analyses, authoritative commentations and colorful columnnewscasting and you have a fair idea of the news coverage on WKBB.

Its own reportorial and editing personnel assembles, arranges and presents first-hand local topics and digests into concise and informative words the steady flow of International News Service



VAUGHN GAYMAN, WKBB News Editor, preparing a newscast.

teletype reports for WKBB's 33 local newscasts each week. The INS system links the far-flung posts of the world into two streams of news that flow into the WKBB news room constantly.

Through NBC's extensive plan of observers and reporters WKBB listeners have the benefit of the world's and nation's leading columnists, analysts and commentators, some of whom are shown here.

So if it's news, it is heard on WKBB.



The famed "Washington Merry-Go-Round" duo of **DREW PEARSON** and **ROBERT ALLEN** (left and right here) have for many years fathomed the innermost thoughts and trends of world affairs on their NBC commentary over WKBB.



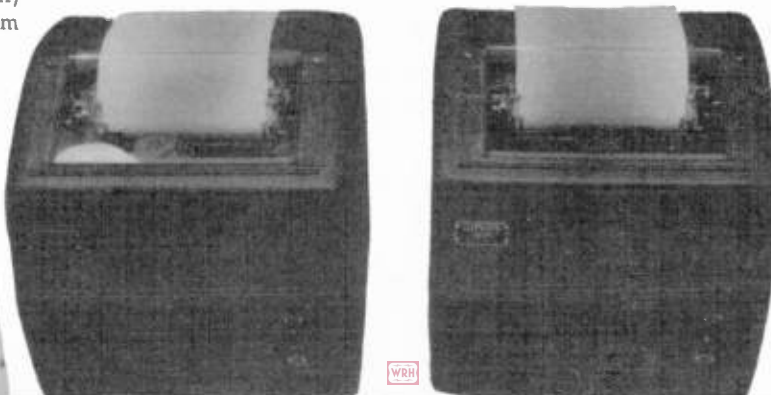
Heading NBC's experienced European staff for short-wave reports to the United States and through WKBB is non-photogenic but astute journalist **MAX JORDON**, now located in Switzerland.

The incomparable peeping-prognosticator columnist, **WALTER WINCHELL** conducts his own news bureau via NBC-WKBB.

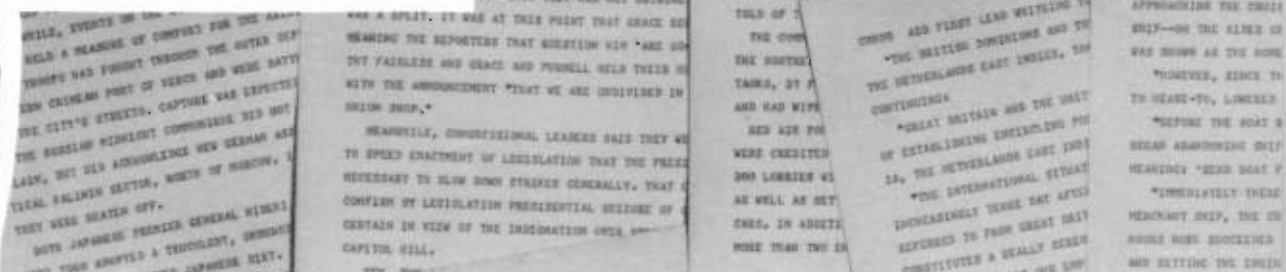


Above—Two veteran journalistic minds combine for an expert analysis of international affairs when newsmen **RAYMOND CLAPPER** and **WILLIAM HILLMAN** (left and right) broadcast to WKBB listeners from NBC.

The two fast-firing International News Service teletype machines in the WKBB news room that roll out a continuous news sheet packed with detailed items from the four corners of the earth, ready for arranging for our microphones.



Above—To bring WKBB listeners word pictures of major events in the community, our studio installs direct lines to the scene whenever possible; occasions such as the 100th Anniversary of Loras College—the broadcast installation of which is shown here, are covered by WKBB.



Public Service

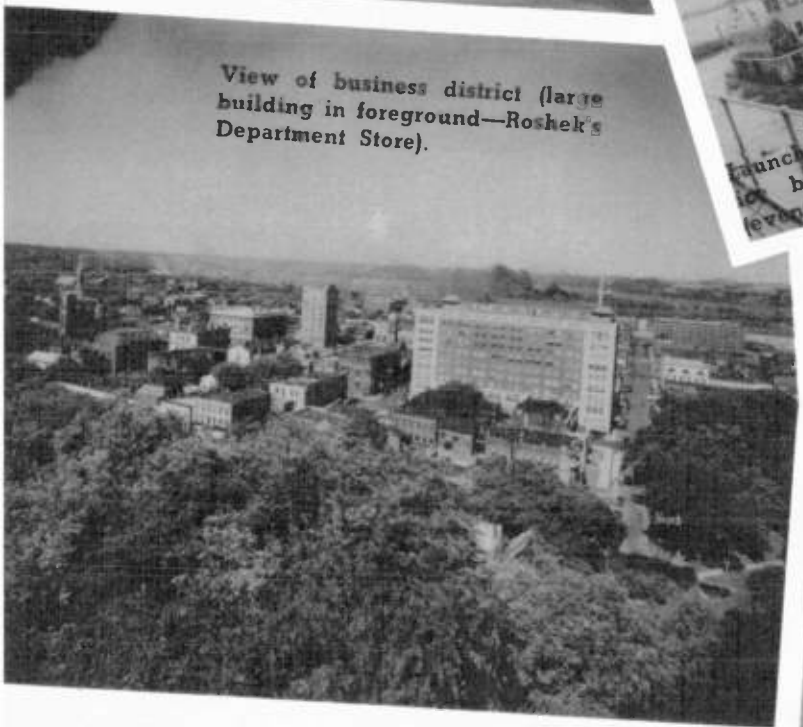
Julien Dubuque Hotel — WKBB studios on Mezzanine floor.



Dubuque Locks and Dam across Mississippi River.



View of business district (large building in foreground—Roshek's Department Store).



Launching of Coast Guard Service boat in Dubuque Harbor. (event broadcast 1941).



U. S. Post Office.



Photographs taken in Dubuque by Louis C. Hruska, others through the courtesy of the National Broadcasting Company. Editing by James D. Carpenter, General Manager of WKBB, and Hal J. Hubert, Editor, National Radio Personalities.

Most stations feel some obligation toward public service, but WKBB opens its microphone whenever and wherever it can bring a message of constructive interest or help a worthy cause.

The Community Chest, the Red Cross, the Tuberculosis Association, the Associated Catholic Charities, the American Legion, the Women's Club, the Chamber of Commerce, the State Employment Service, the Y. M. C. A. and Y. W. C. A., the Humane Society, the local hospitals, the service clubs, the Retail Merchants Association, in fact, every civic, charitable and non-profit enterprise in the Dubuqueland area has learned to count on WKBB for instant and wholehearted cooperation.

Through the NBC network we give constant recognition to public affairs that are national in scope. But, we never forget the local angle wherever and whenever we can serve. So you see, listeners in this area look upon WKBB as a living, sincere friend and naturally choose WKBB as their favorite station.

in the Julien Hotel

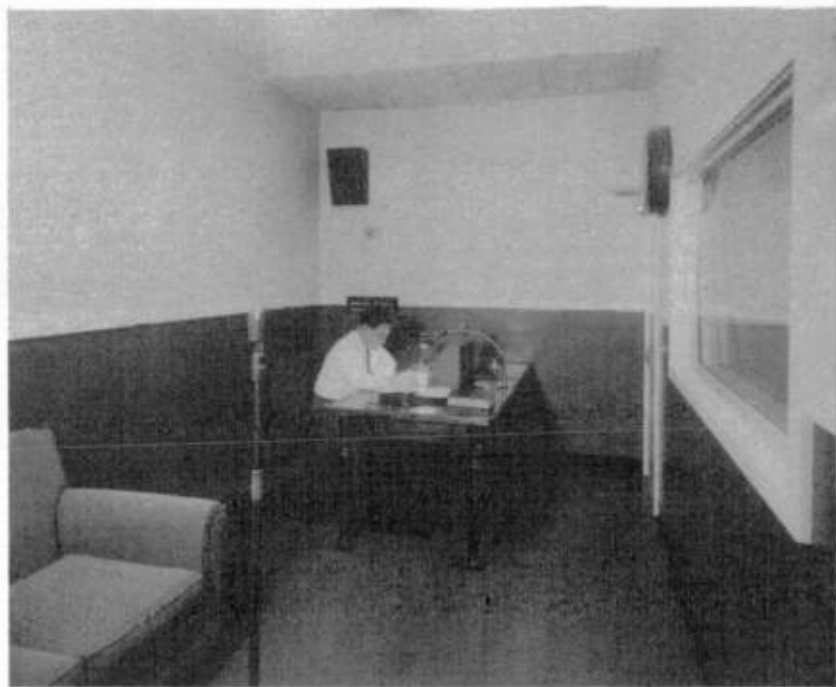
lighting, decorating and ventilating; the business and program offices sustain the same scheme as the smart, modern studios.

Right — Studio "A", with studio "B" in background.



Above — Studio "A", looking from studio "B" window.

Right — Studio "B" and announcer's control desk.



Below — Office of News Editor Vaughn Gayman.



Below — Office of General Manager James D. Carpenter.



Brand-New Home

The recently completed WKBB studios on the mezzanine of the Hotel Julien in Dubuque embody all the latest improvements in studio construction, acoustics,

Left — Entrance to the WKBB business offices and studios.



Above — The business offices from entrance.

Left — Entrance foyer and offices from the Talent Lounge.



Below — The Talent Lounge at the right of the entrance.

Below — The "Blue Room," Talent Lounge.



Twenty-seven piece string orchestra and forty-voice chorus from St. Joseph's Academy broadcasting from WKBB's studio "A" as one of 19 Dubuque school programs, during American Education Week.



The studio on the campus of Clarke College.

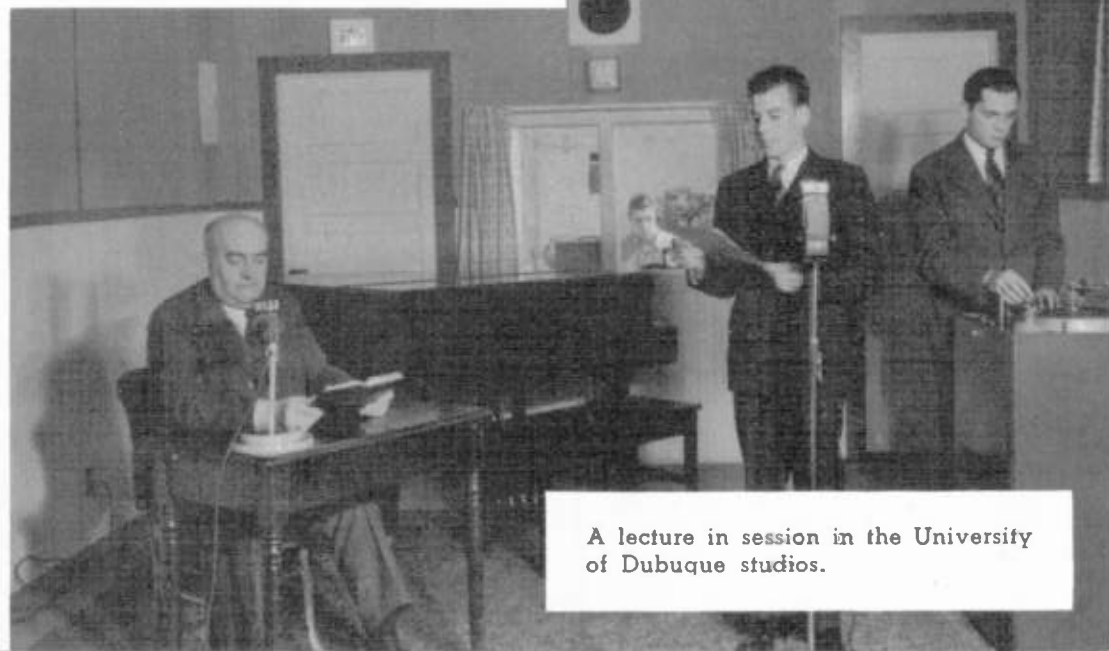


Instruction and Entertainment

In both local and network features WKBB has discovered that educational programs can entertain as well as instruct; thus we carry a substantial schedule of these informative productions: From NBC—National Radio Forum, Music Appreciation Hour, America's Town Meeting of the Air, Hidden History, Wake Up America, Foreign Policy Association, Living Literature and frequent discussions by leading national education authorities; locally — lecture courses by professors five times a week from studios at the University of Dubuque, four weekly programs from Loras College studios, bi-weekly dramatic productions, weekly news for women, and a free cooking school from Clarke College, and numerous progress-revealing broadcasts by teachers and students of Dubuque schools.



One of four weekly shows from Loras College studios.



A lecture in session in the University of Dubuque studios.

From the Churches

recognizing religion as the world's most vital force, WKBB aims regular periods in each day's schedule and opens time on the occasion of special religious events to provide its listeners with a source of inspiration for all denominations. The principal elements of its local religious programs are pictured here, while by its affiliation with NBC it can present the outstanding national inspirational features, such as National Vespers and the Message of Israel, and frequent broadcasts from the Vatican and other church headquarters throughout the world. WKBB presents the non-sectarian "Chancel Steps" each weekday morning, a shrine at which all may kneel.



The choir of the First Congregational Church of Dubuque during their recent broadcast on WKBB's "United Sunday Service," the program conducted by the Protestant Ministerial Association and presenting a different pastor each Sunday morning.

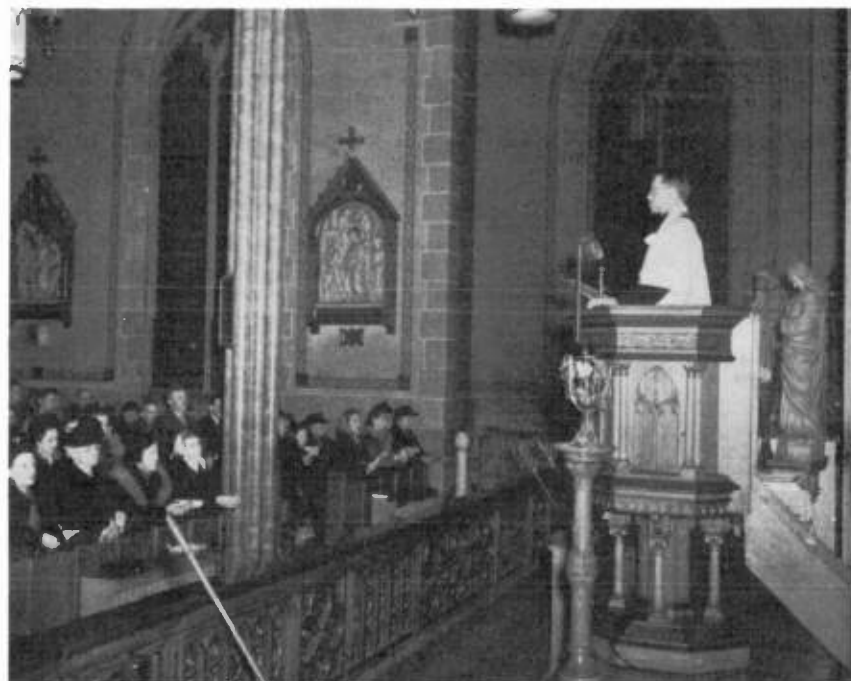


DR. HARRY EMERSON FOSDICK conducts the NBC "National Vespers" program on WKBB.



Left — **ARCHBISHOP OF DUBUQUE, FRANCIS J. L. BECKMAN**, is heard by a wide circle of followers through his use of WKBB facilities.

Right — Since its inception on April 8, 1938, WKBB has broadcast a half-hour service each Friday of the "Perpetual Novena to Our Sorrowful Mother" direct from St. Patrick's Roman Catholic Church in Dubuque.



"The Wartburg Vespers," with this male choir providing the music, originates at the Wartburg Theological Seminary each Sunday afternoon.

Another pair in the membership of "The Chamber Music Society of Lower Basin Street" are **PAUL LAVAL** and pretty **DIANE COURTNEY**, vocalists.



Venerable **DR. WALTER DAM-ROSCH** is the beloved conductor of NBC's perennial "Music Appreciation Hour." Here the 79-year-old maestro prepares a broadcast with his usual vigor and meticulousness.

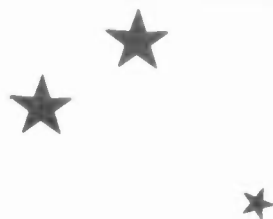


"The Chamber Music Society of Lower Basin Street" is an enthralling NBC treatment of swing in the tone of the more serious classics; for instance, it features **HENRY "Hot Lips" LEVINE**, on it's WKBB-heard program.

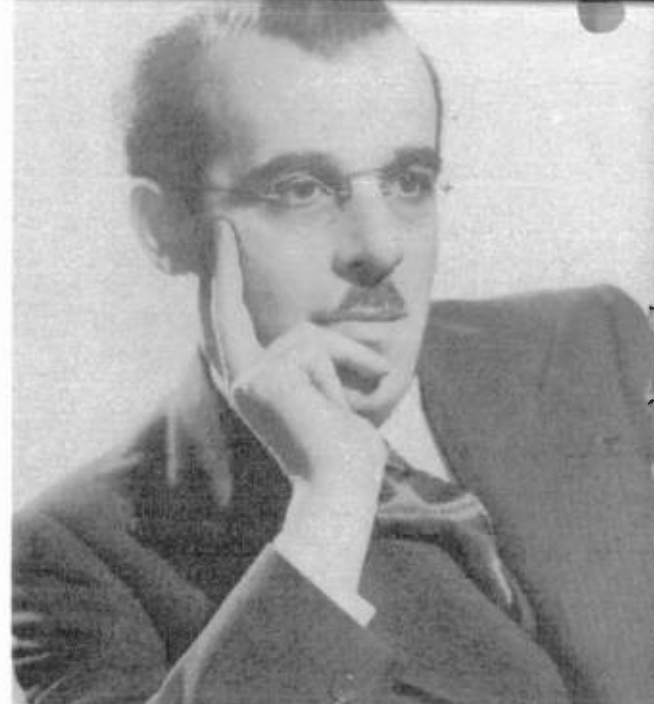
Dainty and pert **PAULA KELLY** sings with Glenn Miller during "Sunset Serenade." The lovely lyriccharmer graduated to big-time circuits on her sixteenth birthday — six years ago.

Trombonist **GLENN MILLER** and his satin-swing dance band is a treat on NBC-WKBB Saturday afternoon during his "Sunset Serenade."





Left—**DR. FRANK BLACK**, Director of Music for NBC, is the conductor of the feature, "Frank Black Presents" on WKBB.



Right — **ERNO RAPEE**, conductor of the NBC-WKBB "Radio City Music Hall" program.



Left — "Betty Randall's Luncheon Date" is kept for NBC and WKBB listeners by this charming songstress, the show's namesake.



Right—As though "Penthouse Party" lacked in charm and enthusiasm, its producers add this blond, French, song-siren, **YVETTE**. Mais oui . . . NBC-WKBB.

Below — The **NBC SYMPHONY ORCHESTRA**, conducted by distinguished Arturo Toscanini, and a regular WKBB item, is a massive musical aggregation that has captured international fame.





The Gamut of Music from Classic to Jive

Accompaniment for opera divas or swing singers is turned out with a smooth excellence by Ethel Carpenter, WKBB's Musical Director; perhaps she is best known, however for her quarter-hours (2:00 p.m.) of random musical narration, uninterrupted by words, called "Ethel's Melody Musings." Over twenty years in professional music has taken Ethel Carpenter into interesting entertainment sites; she was conductor, arranger and first saxophone with the Paramount Parisiennes, top-flight girls' band in 1926-27; for five years she arranged and played for one of radio's first vocal trios. For a refreshing recess, listen to her "Melody Musings" at two o'clock any weekday over WKBB.

THE SOUTHERNAIRES: William Edmonson, bass; Homer Smith, tenor, Jay Toney, baritone, Lowell Peters, tenor (left to right), and Spencer Odom, pianist (seated).



Glamorous chanteuse, **DINAH SHORE**, reaches her prime on her own NBC-WKBB musical variety show.



The Breakfast Club and Club Matinee

Right — Co-master-of-ceremonies is one of the youngest radio emcees in the trade, **GARRY MOORE**, ne Morfit, who divides the gag-lines of The Breakfast Club and Club Matinee with **DON McNEILL**.



Below — Behold and beholden . . . the staff, crew, cast, line-up, family and/or the outfit of those hilarious miracles of music and mirth, **THE BREAKFAST CLUB** and **CLUB MATINEE**.

At the left are The Escorts & Betty, center is the "spark-plug" of the activities, Don McNeill, on the podium behind him is maestro Joseph Gallicchio with his band, grouped at the right, and reading from the right, are Nancy Martin, Jack Baker and Evelyn Lynne. The entertainers in this group do double duty on both NBC-WKBB favorites, The Breakfast Club — in the morning, of course — and Club Matinee — in the afternoon.





Daily, except Sunday, at 12:30 P.M., the WKBB microphone, with announcer Bill Curtis at the helm, finds itself meeting all sorts of congenial people down in front of Leath's Furniture Store. "The Man On the Street" has been a favorite broadcast from WKBB since its inauguration in July of 1936, without missing a scheduled day, it has continued to date under the sole, uninterrupted sponsorship of the Leath Furniture Company of Dubuque. As of December 1, 1941, it had reached the mark of 1673 consecutive airings! A few of the notables interview on this sidewalk feature are Jack Benny, Dizzy Dean, Margaret Lindsay, and Jessica Dragonette. Whenever a public event is imminent "The Man On the Street" is the first to herald it on the air.

The Man on the Street

Saturday is "children's day" on the "Man On the Street" show, and the youngsters gather quickly for Bill Curtis' questions.



For WKBB's "Rurallisteners"

WKBB does not believe that it can label a certain allotment of programs "For the Farmer," for rural tastes in radio entertainment are no different than those of folks in the cities; however, farmers have specialized requirements just as have bankers and doctors, and to serve those requirements WKBB adds specific programs.

The vital statistics of live stock, grain and produce market quotations are broadcast daily by WKBB through the "National Farm and Home Hour" from NBC, the program for farmers with the largest rural audience of any program on the air. Dubuque County Agent, Frank Kerrigan, and Cecil Carstens, director of 4-H Clubs in this vicinity, present another weekly broadcast. In addition special remote programs are carried each year from 4-H Club shows and live stock exhibits.

And for "across the fence" news WKBB has its community news feature of items from local papers in Earlville, Manchester, Cascade, Monticello and Bellevue, Iowa; Warren, Illinois; Prairie du Chien, Cuba City, Darlington, Mineral Point and Platteville, Wisconsin.



EVERETT ("It's a BEAUtiful Day in Chicago") MITCHELL, announcer on the "National Farm and Home Hour."



CECIL CARSTENS, Dubuque County 4-H Club Supervisor, and FRANK KERRIGAN, Dubuque County Agricultural Agent.



Producer of the "National Farm and Home Hour," WILLIAM DRIPS, NBC Director of Agricultural Programs.



WKBB

NBC Blue Network

